

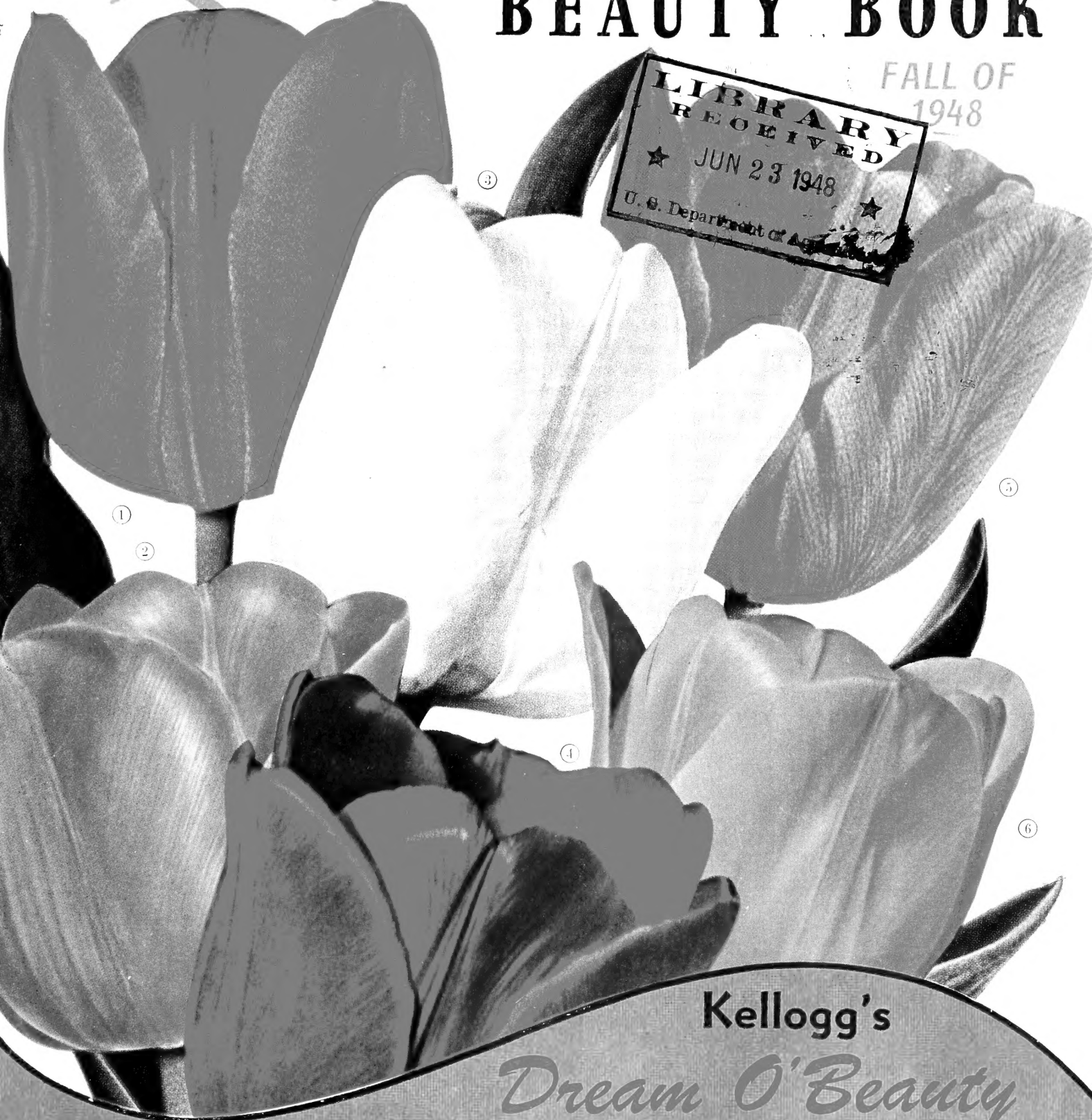
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62,41 Kellogg's

GARDEN BEAUTY BOOK

FALL OF
1948



Kellogg's

Dream O'Beauty

Tulips

SPECIAL!

8 each of the 6, value \$5.70
—also 12 City of Haarlem
(see page 6), value \$1.90.
Total Value, \$7.60.

60 SPECIAL \$6.45
Bulbs PRICE

Thought we had this group at its best last year, but now look! It's better than ever, and it is sure to sell more than ever, so—**ORDER EARLY!**

- ① **DIDO.** (Cottage.) Beautiful reddish orange; salmon-orange at edges.
- ② **WILLIAM COPELAND.** (Darwin.) Captivating lavender, clear and bright.
- ③ **GLACIER.** (Darwin.) Clear frosty, largest white.
- ④ **PRIDE OF HAARLEM.** (Darwin.) A fuchsia-red beauty. Charming bluish base.

- ⑤ **GOLDEN HARVEST.** (Cottage.) Radiant and golden.
- ⑥ **PINK LADY.** (Darwin.) Large, beautiful, striking! Color rose-pink. Pretty!

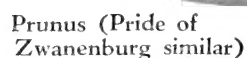
CITY OF HAARLEM. See page 6. Also Special at the right.

PRICES. All Varieties Above; 2 for 35c; 4 for 55c; 6 for 75c; 8 for 95c; 12 for \$1.35; 18 for \$1.95; 24 for \$2.55. Also see Special at right.

R. M. Kellogg Company ★ Three Rivers, Michigan



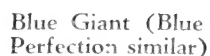
White City



Prunus (Pride of
Zwanenburg similar)



Elmus



Blue Giant (Blue
Perfection similar)

Copyright
1948
R. M. Kellogg
Company

Kellogg's Land o' the

If you like to have the latest flowers in your garden, order this collection of Tulips. They are brilliant.

BLUE GIANT. (Lower left.) Large Darwin. Nearly blue-violet. 28 in. tall. Midseason.

BLUE PERFECTION. (Lower left.) Like Blue Giant only slightly lighter in color. A pale lavender with a white base. 25 in. tall.

ELMUS. (Left.) Large Triumph. Beautiful cherry-red, with narrow edge of creamy white.

WHITE CITY. (Above left.) Large Cottage. Beautiful clear white. 30 in. tall. Early.

PRUNUS. Large Darwin and a real charmer. Adorable clear pink of unusual hue.

PRIDE OF ZWANENBURG. (Above.) Like Prunus but more radiant. Huge flowers. 32 inches.

CAMPFIRE. (Above right.) Darwin. Well named—flaming red, the kind you love so well.

KING MIDAS. (Right, above.) Large Cottage. Pretty lemon-yellow. 28 in. tall.

CORDELL HULL. Rembrandt. Tall, strong, and beautiful. Like a pretty red and white flame. (Picture at right.)

R. M. Kellogg Company
Three Rivers, Michigan



Campfire



King Midas

Rainbows Tulips

BLACK GIRL. (Below, right.) Darwin. Sparkling like Burgundy wine—and the same exciting color! Let it bring out the scintillating brightness of Golden Harvest and the inviting charm of Pink Lady by waving its darkly mysterious beauty between them—a magnificent sight.

The following, though not pictured here, you should have:

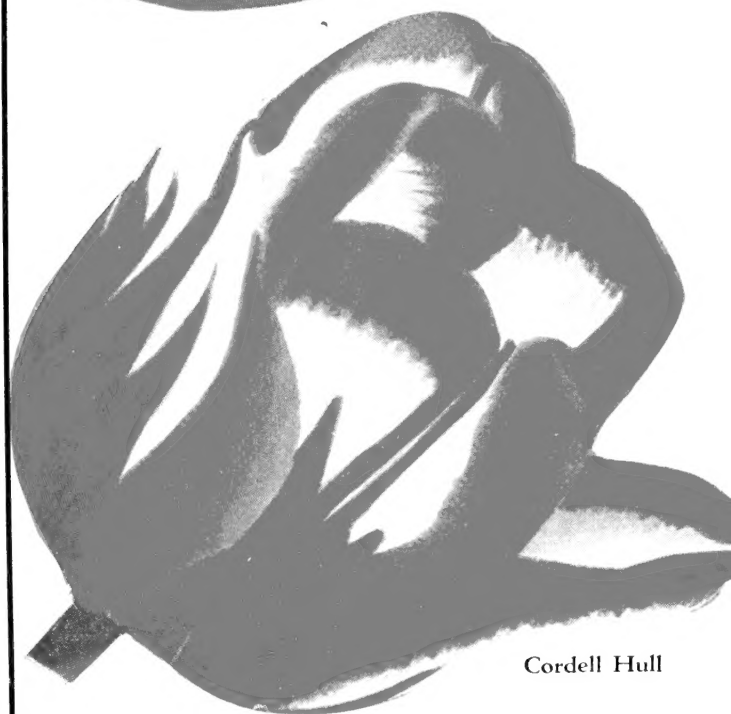
ARGO. (Not pictured.) Medium Cottage. Beautiful golden yellow. Spotted orange-red. 28 in. tall.

CHARLES NEEDHAM. (Not pictured.) Large Darwin. Beautiful flaming scarlet. Petals are bordered by a lovely yellow. Grows 24 in. tall. Midseason.

PRICES

Kellogg's "Land O' Rainbows" Tulips—
large 11-12 cm. bulbs.

2 for \$0.40	6 for \$0.85	18 for \$2.20	50 for \$5.69
4 for .63	12 for 1.53	24 for 2.88	100 for 11.32



Cordell Hull



Black Girl

Bargain!

IMPORTANT! EIGHT
Red Emperor in this Bar-
gain. See page 6.

Four each of the 12 varieties in the "Land O' Rain-
bows" group, 48 in all, Value \$7.56. Also EIGHT
Red Emperor, Value \$2.04—total value \$9.60.

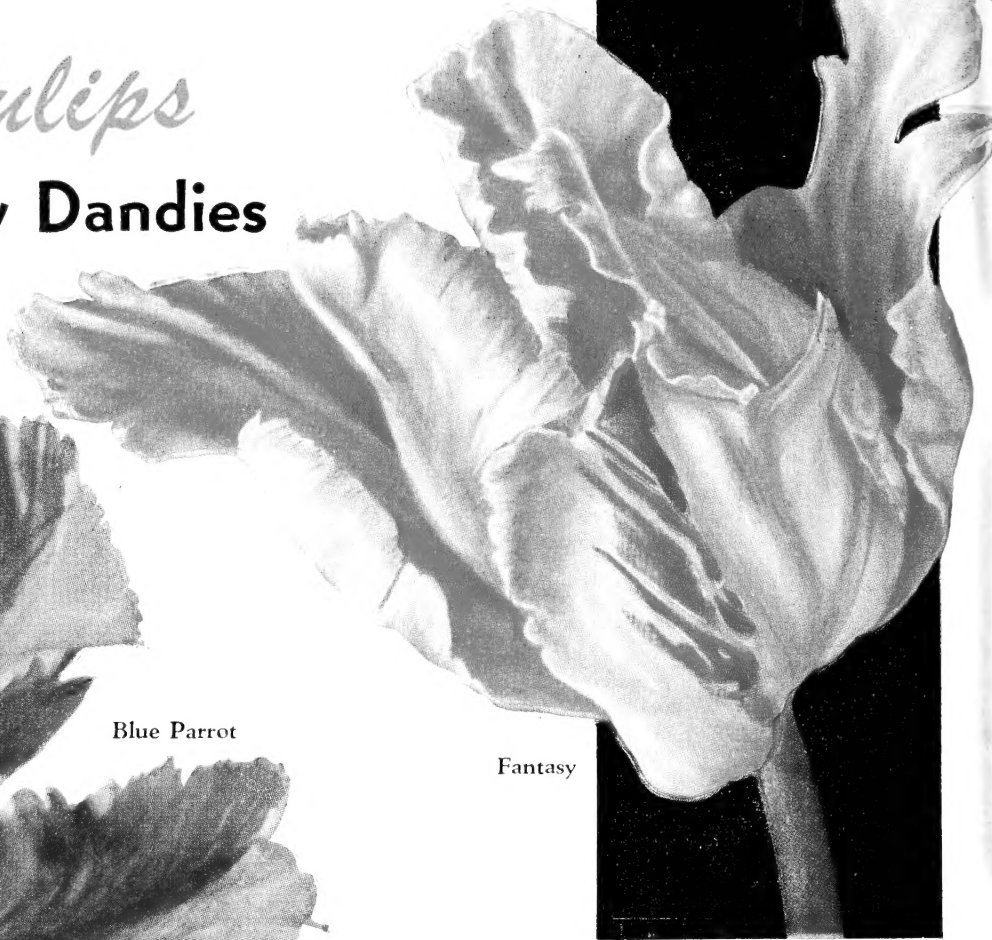
SPECIAL
PRICE \$6.98

Parrot Tulips

Those Gay Dandies



Blue Parrot



Fantasy

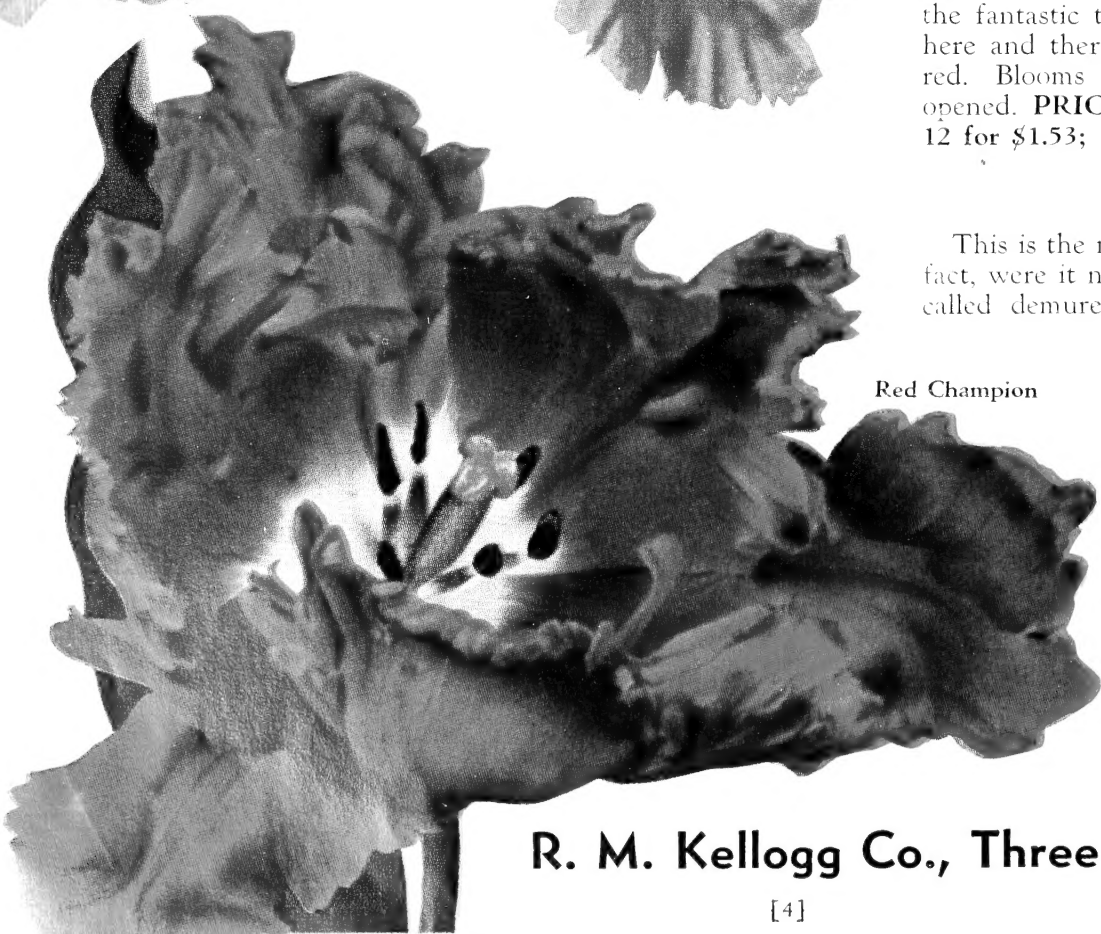
These brilliant fellows almost seem to swagger at their own rich display—but they are indeed beautiful, and have a right to be proud. You'll love their brightness and pomposity.

Fantasy

The petals of this gay beauty are bright pink, faintly streaked with a lighter shade; and to add the fantastic touch, a splotch of green appears here and there. The inside of the petals, rich red. Blooms from 5 to 6 inches when fully opened. **PRICES:** 2 for 40c; 4 for 63c; 6 for 85c; 12 for \$1.53; 18 for \$2.20; 24 for \$2.88.

Blue Parrot

This is the most modest of all the Parrots. In fact, were it not for his gay ruffles, he could be called demure. The picture tells a lot about him, so why should we bore you with words. **PRICES:** 2 for 50c; 4 for 80c; 6 for \$1.08; 12 for \$1.92; 18 for \$2.76; 24 for \$3.60.



Red Champion

Red Champion

There's no such thing as a dull day when this bright fellow is around. My, doesn't he seem to blaze! Height, 22 in. Blooms, large. Midseason. **PRICES:** 2 for 60c; 4 for 96c; 6 for \$1.31; 12 for \$2.34; 18 for \$3.33; 24 for \$4.32.

R. M. Kellogg Co., Three Rivers, Michigan

63 Years
in Business,
Highest
Quality
All the
Time

Orange Favorite

ORANGE FAVORITE

Words fail us when we try to describe this blinding beauty. And we're afraid, too, that the picture is hardly adequate. Why don't you order a few, and see how amazingly it will brighten your garden? Fragrant.

PRICES: 2 for 45c; 4 for 72c; 6 for 99c; 12 for \$1.74; 18 for \$2.49; 24 for \$3.24.

Parrot Special

6 Fantasy	\$0.85
6 Blue Parrot	.	1.08
6 Red Champion	1.31
6 Orange Favorite99

24 Total Value \$4.23

SPECIAL PRICE **\$3.50**

R. M. Kellogg Company
Three Rivers, Mich.

TALL
GROWING

Double Tulips

TALL
GROWING

Special!

6 Mt. Tacoma	.\$1.08
6 Eros85
6 Coxa85
6 Uncle Tom	. 1.08

24 Total Value \$3.86

SPECIAL PRICE **\$3.25**

Mt. Tacoma

Eros

These are TALL GROWING varieties—no dwarfs—and they really look like gorgeous Peonies. Immense flowers, 5 to 6 inches across. Midseason: bloom with the Darwins.

MT. TACOMA. Fine, virgin white, sweet and pure.

UNCLE TOM. Very dark, glittering red. An exotic beauty.

PRICES: Mt. Tacoma and Uncle Tom, 2 for 50c; 4 for 80c; 6 for \$1.08; 12 for \$1.92; 18 for \$2.76; 24 for \$3.60.

EROS. A fluffy pink beauty that you'll adore.

COXA. Brilliant red, your favorite color.

PRICES: Eros and Coxa, 2 for 40c; 4 for 63c; 6 for 85c; 12 for \$1.53; 18 for \$2.20; 24 for \$2.88.

Kellogg's Dream O' Beauty Tulip Collection includes City of Haarlem. Shown on Front Cover.

City of Haarlem

Amazingly beautiful; fiery cardinal-red. Decidedly the outstanding variety of all. Flowers immense with large blue-black base edged with white. One of the most amazingly beautiful reds ever known. About 21 inches. (Darwin.) **PRICES:** 2 for 45c; 4 for 72c; 6 for 99c; 12 for \$1.90; 18 for \$2.49; 24 for \$3.24.

NOTE: You get 12 City of Haarlem in the Kellogg's Dream O' Beauty Tulip Collection on front cover.

Note: 8 Red Emperor are included in Land O' the Rainbows bargain page 3.

Early! Early! Early!

Red Emperor blooms with your Hyacinths.

Big! Big!

The largest Tulip known.

Envy! Envy!

Red Emperor will arouse more envy and admiration for your garden than any other flower.

RED EMPEROR

Large, Botanical variety; blazing vermilion-scarlet. 22 inches. **Prices:** 2 for 70c; 4 for \$1.12; 6 for \$1.53; 12 for \$2.70; 18 for \$3.87; 24 for \$5.04.

How to Order

Send Money by check, money order, or registered letter. Unregistered currency sent at your own risk.

No C.O.D. Shipments or Open Accounts. Please send cash with order.

Cancellations. Orders not subject to cancellation or change during shipping season. Stock not returnable for credit.

Shipping Charges to be paid by you. Express shipments: you pay upon delivery. Parcel post shipments: remit postage to us after shipment is complete.

How Far is Your Express Office? If there is no express office in your town, give name of nearest office and distance from you on order blank. If distance is great, we will ship parcel post.

Reservation of Plants. Plants are reserved from estimated supplies. We try to make estimates conservative but unusual conditions may cause shortages. So should shortages or other conditions beyond our control prevent us from filling your order, we reserve the right to cancel your order and return your money. Because of difference in climate, we cannot ship orders in exact rotation as received. However, early orders are given preference within their proper shipping time, which embraces a period of about 30 days. Shipping season opens September 15th.

If a federal sales tax should be imposed, please add to your remittance.

Guaranty

We guarantee stock to be just as represented or order refilled free; and stock must reach you in good growing condition or order refilled free, providing reports are made within 10 days after receipt. After 10 days it is mutually agreed that stock is satisfactory. Do not return plants or bulbs unless so instructed by us.

We cannot guarantee continuous growth since this depends upon care you give the plants and upon your local conditions.

It is mutually agreed that in any event we will not be liable for more than the purchase price of the stock.

In case of inability to fill an order, return of the customer's money shall release us from any further liability whatsoever.

Note: In case refills cannot be made in the fall, they will be made the following spring or fall, providing the final report is made before May 15th.

R. M. Kellogg Company

Three Rivers Michigan



Best
Since
1885



Colorful Hyacinths

No need to tell you about Hyacinths. You know how fresh and crisp looking they are, and the pictures show their beautiful color and form. These are

extra fine varieties, with well shaped spikes and large bells. Bulbs 15 to 16 cms. Ultimate height 10 inches.

Queen of the Blues
(Above)

Queen of
the Whites
(Above)

Pink Pearl
(Above)

La Victoire (Below)

Grand Master
(Below)

PRICES:

All Six Varieties

2 for	\$0.85
4 for	1.35
6 for	1.84
12 for	3.27
18 for	4.69
24 for	6.12

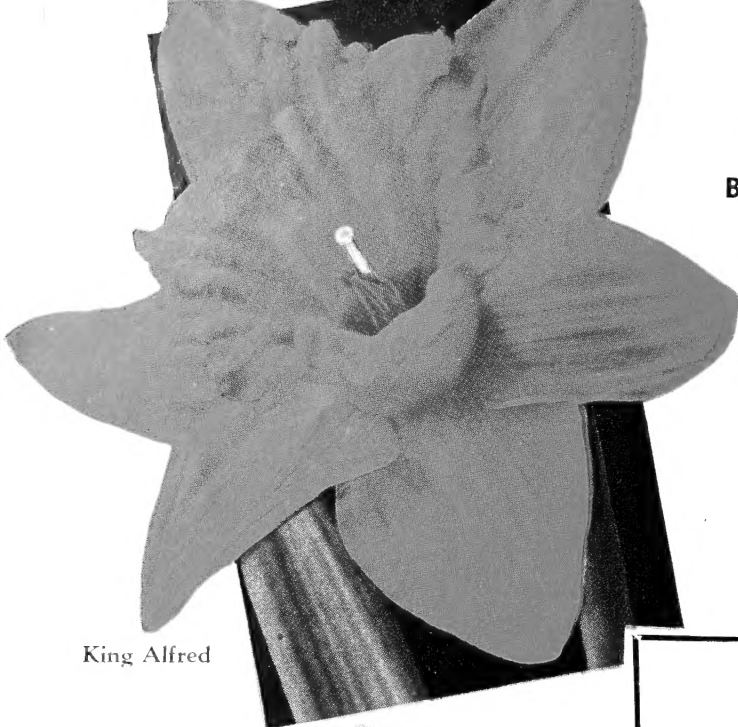
City of Haarlem
(Below)

Special!

2 of each variety,
12 in all,
Yours for Only

\$3.15

63
Years
in
Business



King Alfred



W. P.
Milner



White
King Alfred

Carlton



Kellogg's Narcissi-

Look out your open window on a bright sunny day, in April or May and see the cheerful Narcissi dancing gently in the breeze. Beautiful, aren't they? But are they yours, or your neighbors?

Every garden should have these stimulating gloom chasers. Order plenty of them. **Large double-nosed bulbs.**

KING ALFRED. (Above.) Large, graceful golden glowing yellow flowers—a great favorite. **PRICES:** 2 for 60c; 4 for 96c; 6 for \$1.31; 12 for \$2.34; 18 for \$3.33; 24 for \$4.32.

GODOLPHIN. (Not shown.) Like King Alfred, only far larger and trumpets longer. Pretty fluted edges on the cups. Large blooms, 4½ inches across. Grows 20 inches tall. **PRICES:** 2 for 55c; 4 for 86c; 6 for \$1.17; 12 for \$2.10; 18 for \$3.03; 24 for \$3.96.

W. P. MILNER. (Above.) The dainty cup is ruffled at the edges and whole flower has a very sweet appeal. Blooms 2 to 2½ inches across. Grows 14½ inches tall. Prolific. Fragrant. 2 for 55c; 4 for 86c; 6 for \$1.17; 12 for \$2.10; 18 for \$3.03; 24 for \$3.96.

WHITE KING ALFRED. (Left.) The beautifully shaped trumpet opens pale lemon which lightens later to pure creamy white. Late. 20 inches tall. **PRICES:** 2 for 75c; 4 for \$1.19; 6 for \$1.62; 12 for \$2.88; 18 for \$4.14; 24 for \$5.40.

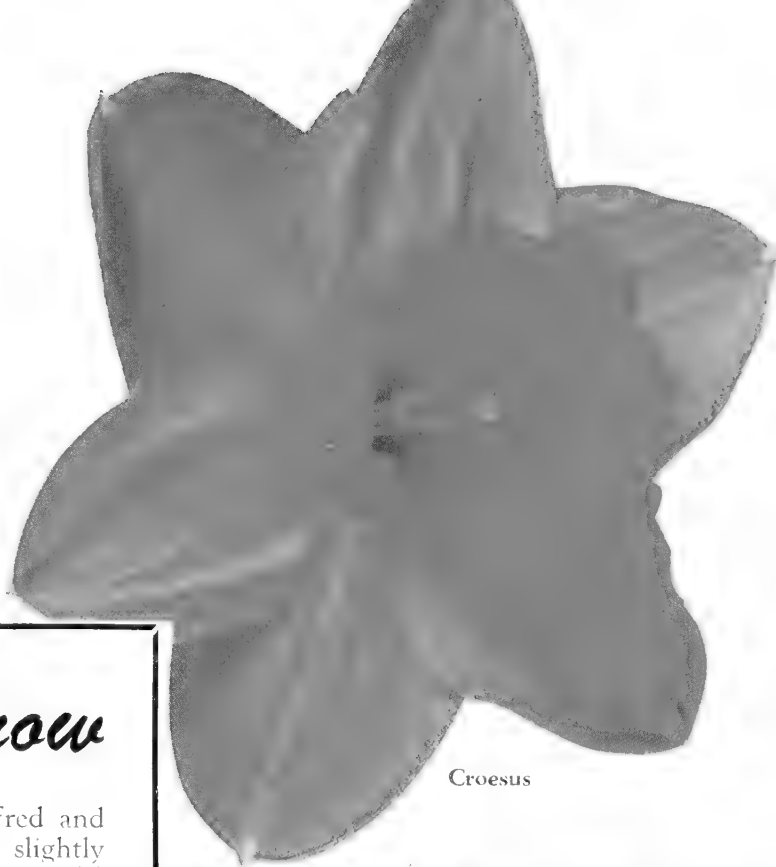
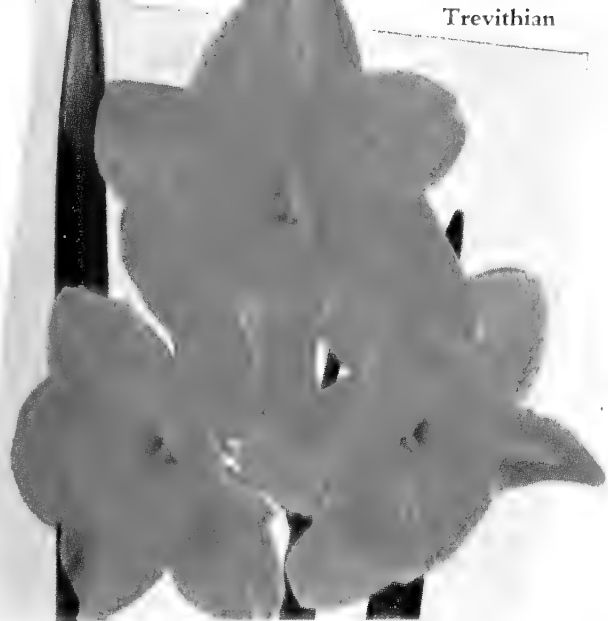
Special!

SAVE \$2.66

48 fine, large, double-nosed bulbs for you. You get four of each variety of Narcissi on these 2 pages, Patricia included. Total value of the collection is \$10.41. You get them for

SPECIAL PRICE \$7.75

Trevithian



Croesus

You love them, we know

CARLTON. (Left.) Far more beautiful than King Alfred and much more prolific. Clear pale yellow perianth with slightly darker yellow trumpet. Edges of cup crinkled. Flowers $4\frac{1}{2}$ inches across. **PRICES:** 2 for 45c; 4 for 72c; 6 for 99c; 12 for \$1.74; 18 for \$2.49; 24 for \$3.24.

FIRETAIL. (Not shown.) Orange-red, shallow cup against a lovely white perianth. 22 inches tall. Midseason. **PRICES:** 2 for 45c; 4 for 72c; 6 for 99c; 12 for \$1.74; 18 for \$2.49; 24 for \$3.24.

TREVITHIAN. (Above.) Sweet and inviting. Glowing yellow similar to Carlton. Blooms 2 to $2\frac{1}{2}$ inches across. Grows 20 inches tall. A bewitching and winsome addition to your Narcissus garden. Fragrant. Tall. **PRICES:** 2 for 60c; 4 for 96c; 6 for \$1.31; 12 for \$2.34; 18 for \$3.33; 24 for \$4.32.

CROESUS. (Upper right.) Red cup against pale yellow. Bright, charming. 20 inches. Large flower. Midseason. **PRICES:** 2 for 45c; 4 for 72c; 6 for 99c; 12 for \$1.74; 18 for \$2.49; 24 for \$3.24.

THALIA. (Not shown.) Dainty little tea-cup-shaped trumpets; and perky perianth. **Three blooms on each stem!** Color, a nice creamy white. Grows 17 inches tall. Petals 3 inches across. A very prolific bloomer. **PRICES:** 2 for 65c; 4 for \$1.04; 6 for \$1.42; 12 for \$2.52; 18 for \$3.60; 24 for \$4.68.

SPRING GLORY. (Right.) This refreshing combination of yellow and white will captivate you and add real beauty to your garden. 20-inch. Large flowers. Midseason. **PRICES:** 2 for 55c; 4 for 86c; 6 for \$1.17; 12 for \$2.10; 18 for \$3.03; 24 for \$3.96.

L'INNOCENCE. (Not shown.) A sweet Jonquil type. Short, dark yellow cups peeping out from the white perianth. **PRICES:** 2 for 45c; 4 for 72c; 6 for 99c; 12 for \$1.74; 18 for \$2.49; 24 for \$3.24.

R. M. Kellogg Co.
Three Rivers, Mich.

[9]



Spring Glory



Patricia

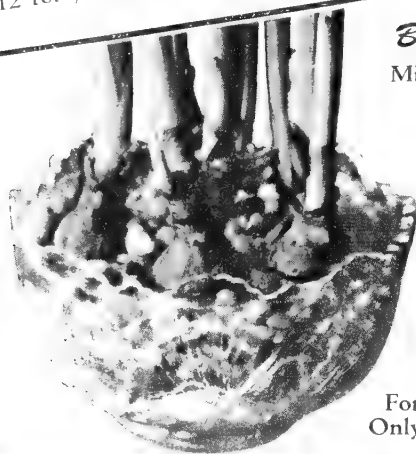
Gardenia Type

Like the Gardenia in appearance; but far easier to grow, and even more lovely in its abundance of blooms. 40 to 50 milk-white petals—a pure and wholesome beauty. 20 to 24 in. high. Healthy. You may leave the bulbs in the ground year after year and the flowers get progressively better. Good cut flower; beautiful in the garden. **PRICES:** 2 for 50c; 4 for 80c; 6 for \$1.08; 12 for \$1.92; 18 for \$2.76; 24 for \$3.60.



Paper White Narcissi

No soil or dirt needed—just place the bulbs among stones in a bowl of water and they grow and bloom. We suggest at least 18 bulbs, and plant about six every three weeks, starting in November. Top size bulbs, 2 for 40c; 4 for 72c; 6 for \$1.03; 12 for \$1.97; 18 for \$2.90.



Bargain!

Mixture of:

Scilla
Chiono-
dora
Crocuses
Snow-
drops
100
Bulbs
\$4.00
Value

For Only **\$3.35**



Scilla Campanulata

Beautiful bell-shaped flowers of bright, cheerful colors. Bloom very early in the spring. Fine for lawn planting. Three colors: pink, white or blue; your choice. **PRICES:** 25 for \$1.40; 50 for \$2.34; 75 for \$3.27; 100 for \$4.20. (100 Mixed \$3.85.)



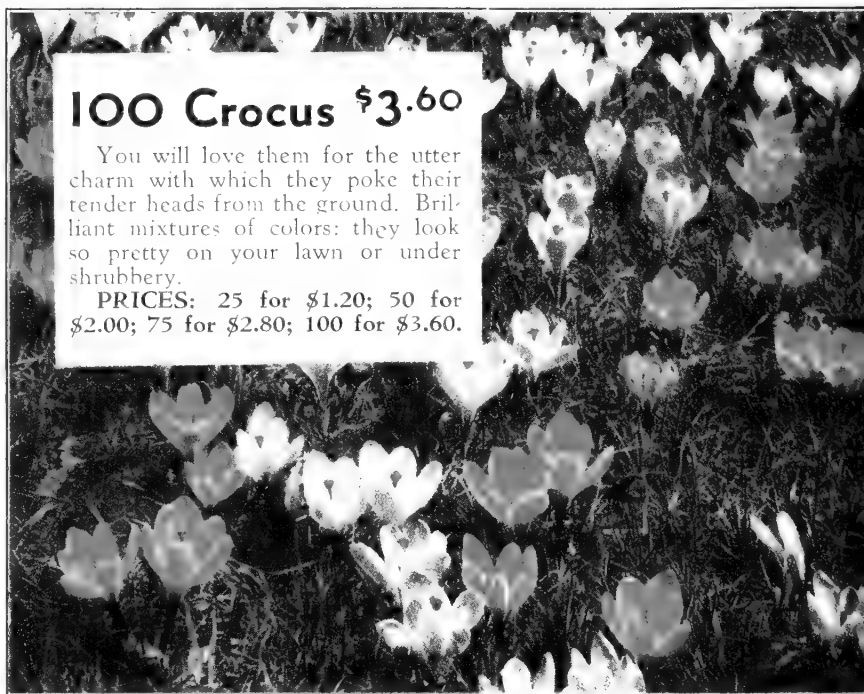
Chionodoxa

A beautiful color display almost before the snow has left the ground. Spikes about 10 to 12 inches high. Plant in groups closely; and they'll cross themselves, drop their seeds and produce a wonderful effect in the future. **PRICES:** 25 for \$1.20; 50 for \$2.00; 75 for \$2.80; 100 for \$3.60.

100 Crocus \$3.60

You will love them for the utter charm with which they poke their tender heads from the ground. Brilliant mixtures of colors: they look so pretty on your lawn or under shrubbery.

PRICES: 25 for \$1.20; 50 for \$2.00; 75 for \$2.80; 100 for \$3.60.



Wedgewood

Heavenly Blue

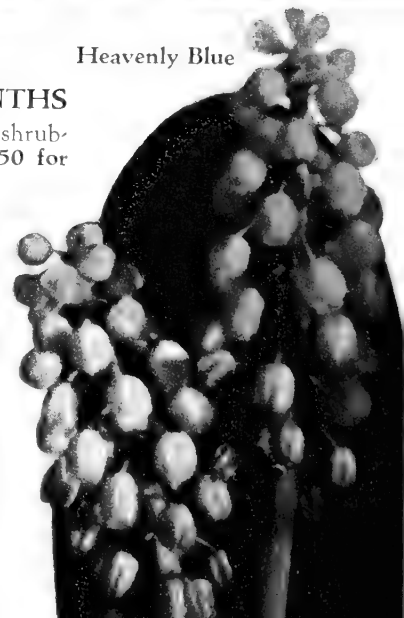
HEAVENLY BLUE GRAPE HYACINTHS

Early spring flower, for garden, lawn or shrubbery. 6 for 36c; 12 for 64c; 25 for \$1.20; 50 for \$2.00; 100 for \$3.60.

SNOWDROPS

Lovely white pearls; earliest of all. 15 for \$1.50; 30 for \$2.65; 50 for \$3.67; 100 for \$6.60.

WEDGEWOOD DUTCH IRIS. Expensive-looking, like Orchids. Nice corsages. About 14 inches high. Color as shown. Early. 2 for 25c; 4 for 40c; 6 for 54c; 12 for 96c; 24 for \$1.80.



Regal Lilies

Regal Lily is so beautiful that it refuses to bow to competitors; remains the favorite year after year in spite of highly-touted newer varieties. Rich yellow throat like molten gold on snow. Hardy! Blooms June and July. 2½ to 3 feet. **PRICES:** 3 for 79c; 4 for \$1.00; 6 for \$1.45.

Plant Regal Lilies 12 inches apart; deep, well drained soil; sun or part shade.



New Estate Lily

Now a Lily that is huge, and beautiful, too. It's double the size of the well-known Easter Lily, and we believe more beautiful. Pure white with faint golden green tongue. Plant early and deep. It will survive your winters. **PRICES:** 1 for 65c; 2 for \$1.15; 3 for \$1.65; 4 for \$2.15; 6 for \$3.15.

Bargain!

100 Tulips \$7.45
Blooming Size

A great blaze of reds, yellows, blues, purples, blacks, pinks, white and variegated. Bulbs sent to you mixed, and you plant them that way, then wait only until next spring for the glorious display, all colors together, dancing and waving in the breeze. Plant them plentifully for the most brilliant of all garden displays.

Bulbs good bloom size (approximately 10 cms.) Varieties not labeled. You'll like this best of all Tulip bargains. **PRICES:** 100 for \$7.45; 200 for \$14.50.

R. M. Kellogg Company
Three Rivers, Michigan





Pink
Satin

California
Gold

Spring Blooming Iris

Spring blooming favorites in a wealth of new colors. An unusually fine group for your garden.

PINK SATIN. (Left.) Lovely, rich pink. Graceful shape. Satin-like texture. A beautiful variety.

CALIFORNIA GOLD. Bright, pure yellow. Many large flowers; perfect form. It almost glitters.

CLARA NOYES. Exquisitely colored like a Talisman Rose. Rosy yellow standards, red-veined falls. Tall growing.

CHEERIO. Gay ruby-red falls. Soft rose standards flushed with yellow. Contrasting orange beard.

GUDRUN. Beautiful blooms, white as the snow, and much more lovely.

HYPATICA. It's blue! Beautiful blue!

JEAN CAYEUX. Unusually lovely. Entirely different color—rust-brown with coffee-brown falls.

NENE. Huge! Produces a soft reddish effect through the combination of delicate lilac standards and rich deep rose falls. Prices below.

JUNE IRIS PRICES

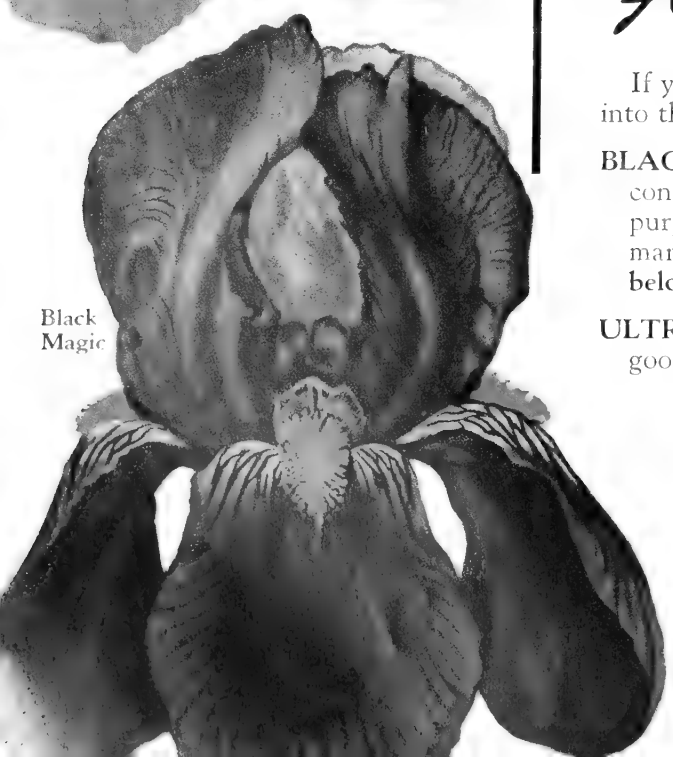
Strong, vigorous,
healthy plants.

1 for	\$0.50
2 for	.87
3 for	1.25
4 for	1.63
6 for	2.37
12 for	4.50

Special!

Two each of the 8 varieties listed above, 16 rhizomes in all, total value \$6.96.

Special Price **\$5.95**



Black
Magic

Fall Blooming Iris

If you regret seeing summer disappear, and want to prolong its beauty into the fall, order these Iris.

BLACK MAGIC. (Left.) A deep, mysterious beauty of lustrous sharp contrast for the lighter blue at the base. Note the lovely night-shade purple falls fading to a slightly lighter hue at the tips. Produces many flowers in September—more than some do in June. Prices below.

ULTRA. (Not shown.) A combination of dark and light blue. As good as Black Magic, but lighter in color. Prices below.

PRICES

1 for	\$0.65
2 for	1.15
3 for	1.65
4 for	2.15
6 for	3.15
12 for	6.00

Special!
Special Price **\$2.95**

Try both of the fall bloomers. Order this Special.

3 Black Magic \$1.65

3 Ultra 1.65

Total Value \$3.30

Fall Blooming Miniature Iris

These varieties, the group, will bloom from early spring until fall.

NOTE: One spring-bloomer, Pigwiggen, white, is included to give full color range. The others bloom both spring and fall.

LIEUT. CHAVAGNAC. One of the loveliest miniatures. Blooms both spring and fall in a rich violet color.

PIGWIGGEN. Spring-blooming. So cunningly piggy-like that we named it Pigwiggen. But, it is a clean little pig, clean in its pure white coloring.

SOUTHLAND. Bright yellow beauty which blooms in abundance in the fall. Taller than the others.

TAMPA. Rich wine-red; produces many flowers in early spring, also in fall.

PRICES

1 for \$0.55	4 for \$1.75
2 for .95	8 for 3.35
3 for 1.35	12 for 4.95

Special!

Two each of
the above varie-
ties 8 in all—
for only

\$3.15

Early Spring Miniatures

PRICES

5 for \$1.35
10 for 2.60
20 for 5.00

We send you 1 rhizome each of the following varieties: (1) Glee, soft yellow; (2) Fauntleroy, white, purple and yellow; (3) Black Bird, dark violet; (4) Rose Mist, soft, mauve-pink; (5) Snowcap, white.

High
Grade
Rhizomes

5 F O R \$1.35

8 Hardy Phlox \$2.25

For you who want the biggest possible display for the least money, but with the usual high Kellogg quality. In this group you will get Phlox in lovely whites, pinks, reds, salmons, etc., with the same prime health and vigor as in plants ordered by variety. Made up of our surplus stocks, regardless of value. Perhaps even some of our choice recent introductions. Sorry, cannot label varieties.

Order Early for an
Extra Value

—oOo—

**R. M. Kellogg Co.
Three Rivers, Mich.**

Free!

Order this Phlox Bargain before Sept. 15, and you may choose two extra from pages 24 and 25—labeled without extra charge.

Note: Those who receive catalogs after August 15 will be allowed 30 days to order.

Rainbow Iris

Betty F.
Holmes

As Delicate and Filmy as a Cobweb

BETTY F. HOLMES. (Left.) Like a bride's veil, this Iris has a lacy, floating charm. And, as the loveliness of the bride can never be recaptured, so the exquisite, feather-soft frailty of this Iris is beyond ordinary photography. Note the delicate blue tinge, the intricate lacing of greenish veins. 1 for 75c; 2 for \$1.30; 3 for \$1.85; 6 for \$3.50.

REINE HELENE. (Not shown.) This Queen among Rainbow Iris presents such size contrasted with utter transparent loveliness that no camera can portray it! Bluish purple so delicate and crossed by such a network of fine white veins as to be almost unbelievably beautiful! 1 for 65c; 2 for \$1.15; 3 for \$1.65; 6 for \$3.15.

PATROCLE. (Not shown.) A combination of three lovely colors: first pretty amethyst-violet; then a bluish flush near the center; and, finally, beautiful contrasting yellow markings within the throat. Very large. 1 for 60c; 2 for \$1.05; 3 for \$1.50; 6 for \$2.85.

CITY OF DREAMS. (Left.) As deeply lovely as the inky purple of a midsummer night and as velvety to the touch as a caressing warm breeze. The dark petals are dashed with brilliant yellow that almost sparkles. Combines unbelievable size with rarest delicacy and exquisite daintiness. 1 for 75c; 2 for \$1.30; 3 for \$1.85; 6 for \$3.50.

HIAWATHA. Almost a twin to City of Dreams, but there is a difference: Hiawatha's dark purple is reddish, especially when seen against the sun; and some even call it red. To visualize Hiawatha, just look at City of Dreams, but imagine a ruby tinge. 1 for \$1.00; 2 for \$1.75; 3 for \$2.50; 6 for \$4.75.

MARGARET S. HENDRICKSON. (Not shown.) Fine medium toned blue. Rich, deep color and perfect shape. White center with a bluish cast. Double falls. Large. 1 for 75c; 2 for \$1.30; 3 for \$1.85; 6 for \$3.50.

JEANETTE PERRY. (Not shown.) Large white Iris, delicately veined with soft blue. Yellow splotches contrasting with the mulberry-purple standards. 1 for 75c; 2 for \$1.30; 3 for \$1.85; 6 for \$3.50.

R. M. Kellogg Co.
Three Rivers, Michigan

Special!

One each of
the 8 varieties of
Rainbow Iris listed
here. Value \$6.00. Yours for
only **\$4.95**

City of Dreams



Rose Anna

Rose Anna

I'll take a piece of sheer chiffon,
And make it into fairy's wings,
Then drape them, Oh, so grace-
fully,

To take the shape of
dreamy things.
Of color too, I'll add a
bit,
With tints you never,
never knew,
Or even dreamed a
little whit,
Were in this world or
out of it. ©

—oOo—

Picture of Rose Anna approxi-
mates the delicate and dreamy col-
oring: fairy-like blue with just a
faint orchid tinge, then splashes of
deep orchid, golden yellow, and
dark blue at the center. A huge
flower, too. **PRICES:** 1 for 75c;
2 for \$1.30; 3 for \$1.85; 6 for
\$3.50.

Aren't These Beautiful?

Solve the Sweet Mystery

This is one of those flowers whose de-
lightful form and coloring has irresistibly
drawn our attention every time we have
gone near it. In other words, its beauty
is fascinating, alluring, bewitching, or—
well, you pick your own word.

For our part, we like the form of the
blooms, and the color, which we wish we
could accurately show. Yes, it is pink,
as you can see, but a special pink that
we never saw before, and if the color
photographer, the engraver, and the
printer fail in showing it to you, we aren't
surprised. Showing it accurately would
be a difficult job.

We believe you, too, will like the color
and form, but you'll also like the quantity
of blooms produced by a single plant—
**hundreds of them, all piling on top of
one another.**

Turn to page 32 (the back cover) and
find how you can have it in your own
garden.



NOT AZALEAS. Azaleamums belong to the Chrysanthemum family, but have a peculiar habit of growth similar to Azaleas, hence are trade-marked Azaleamums. They are not related to Azaleas.

IMPORTANT: The word Azaleamum is our trade-mark and must not be used by any other firm or individual, except to identify Azaleamum plants produced by the R. M. KELLOGG CO., or its duly authorized licensees.

Here's a magic tale—a fairy story,
A gardener's dream of crowning glory—

Front Line Azaleamums

These are the amazing flowers that everyone is talking about. And these are new varieties, bred especially for you by our own breeder. Great care was taken in their selection to assure their being the best, approximately

1000 seedlings being discarded for every one selected—an expensive proceeding, but worth the money in the tremendous satisfaction given to you.

A Big Plant with Hundreds of Flowers

How large? How many flowers? Some varieties grow 1½ to 2 feet across, others 2 to 3 feet and often they attain 4 feet second year. Hundreds of blooms are produced at one time on a single plant; often 500 to 1000 (best record slightly over 2000). Flowers 1½ to 2½ inches across, depending on the variety. All give a huge overflow of color and beauty.

Papoose (Above.) Red! Rich, wine-red—at last here is the sparkling red Azaleamum you have been wanting. Now your late summer gardens can be brilliant. The whole plant provides a dashing flash of color that will brighten up those last summer days, and on into late fall. Prices, right.

PRICES	
Field-Grown	
1 for	\$0.90
2 for	1.55
3 for	2.20
4 for	2.85
6 for	4.15
12 for	8.05
18 for	11.95
24 for	15.85
More than 24 at 65c each.	

Now here's a BIG SURPRISE for you. We thought we'd seen the prettiest of Pinks until—well, just turn to the back cover.



Princess

Plant Patent
No. 711

I think I see a gleaming jewel,
Or am I maybe dreaming?
It beams and glows with many hues,
A fairy princess seeming. ©

Picture only gives an idea of the coloring; can't show the brilliance. Rose, orchid, pink, orange, apricot, and yellow all blend together and succeed each other in an astonishing display of glory. A rich confusion of shades all on the one plant. Prices at left, below.

— oOo —

See also the NEW Pink Dream Azaleamum on back cover.



Nugget

Plant Patent
Applied for

Named Nugget because of its golden glitter. Will really add brilliance to your garden—and we mean BRILLIANCE! The yellow of Nugget is bright, clear, and glorious. In fact, we doubt if we have ever seen a yellow that was more beautiful; lasting beauty for your low borders. You will love it among the darker flowers of your garden. Prices at left.

R. M.
Kellogg
Co.,
Three
Rivers,
Mich.



Honey Chile

Plant Patent
Applied for

I think that I shall never see
A Pink that gleams so prettily.

We wish we could really show you that Pink that gleams so prettily, but since we can't here's an idea: You order, and let your friends admire. Honey Chile is brand new, and with it you'll have an envy-spot in your garden. You do want your friends to envy you, don't you? Prices at left.

Special!

Two each of the four varieties as indicated below—enough for good trial and a striking display.	
2 Papoose	\$1.55
2 Princess	1.55
2 Nugget	1.55
2 Honey Chile	1.55
Total Value	\$6.20
Special Price	\$5.35

Azaleamum

Trade Mark

I never thought so many flowers
Could bloom in one small garden spot,
I think that I could talk for hours
Yet never tell the charm they've got;
Their dainty hues, and varied sheens,
The way they seem to glow;
You'll have to have your own, I guess,
And then you'll really know. ©

These are the
larger varieties—
for a really glori-
ous display.
You'll be delight-
ed at blooming
time.

Summer Sunset

Plant Patent No. 561

Shades of orchid, orange, golden yellow and apricot blend in this beautiful Azaleamum. At times it is rich in orchid, at others apricot, and at still others golden yellow and orange. And each bloom usually has various shades so the whole plant gleams like an opal. Will probably be the most satisfactory flower you have ever had.

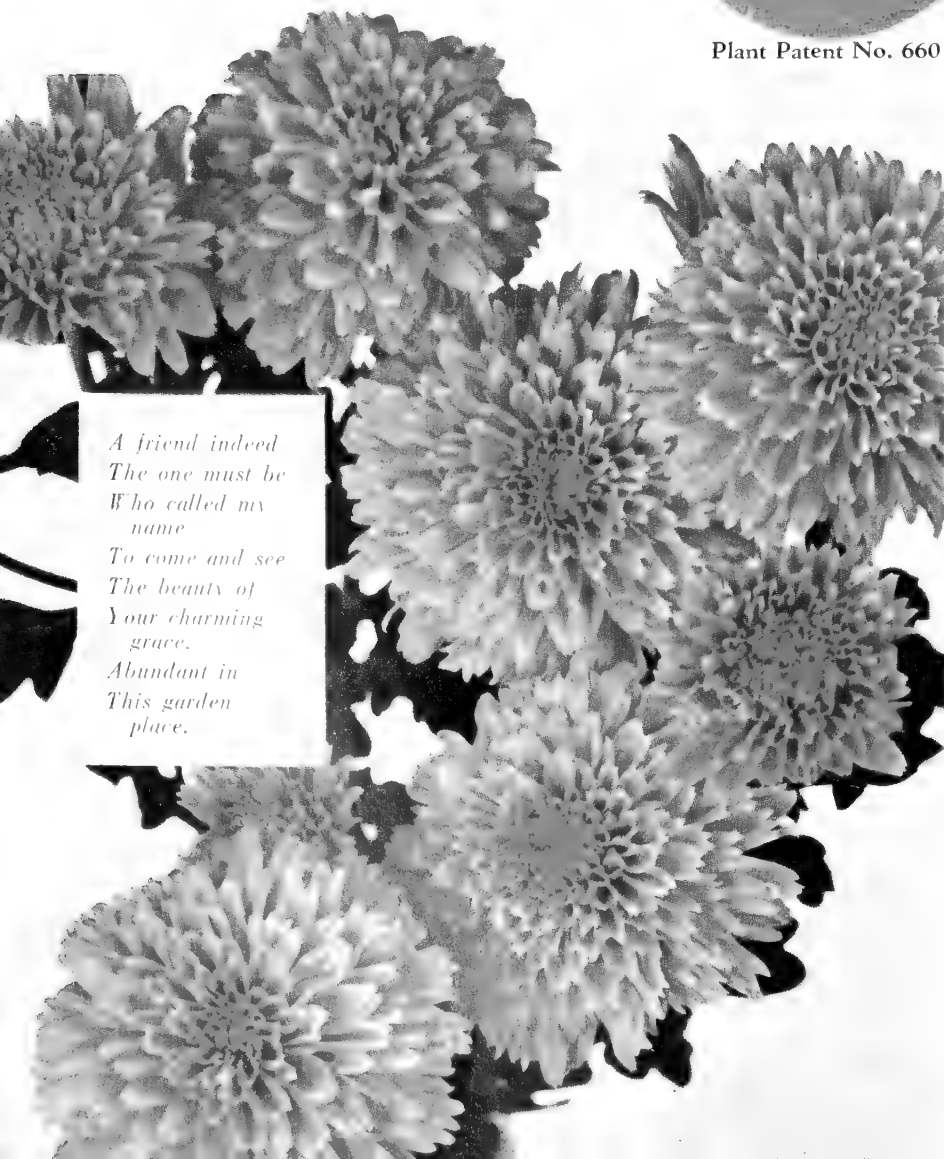
PRICES

1 for \$0.90	4 for \$2.85
2 for 1.55	6 for 4.15
3 for 2.20	12 for 8.05

Bargain!

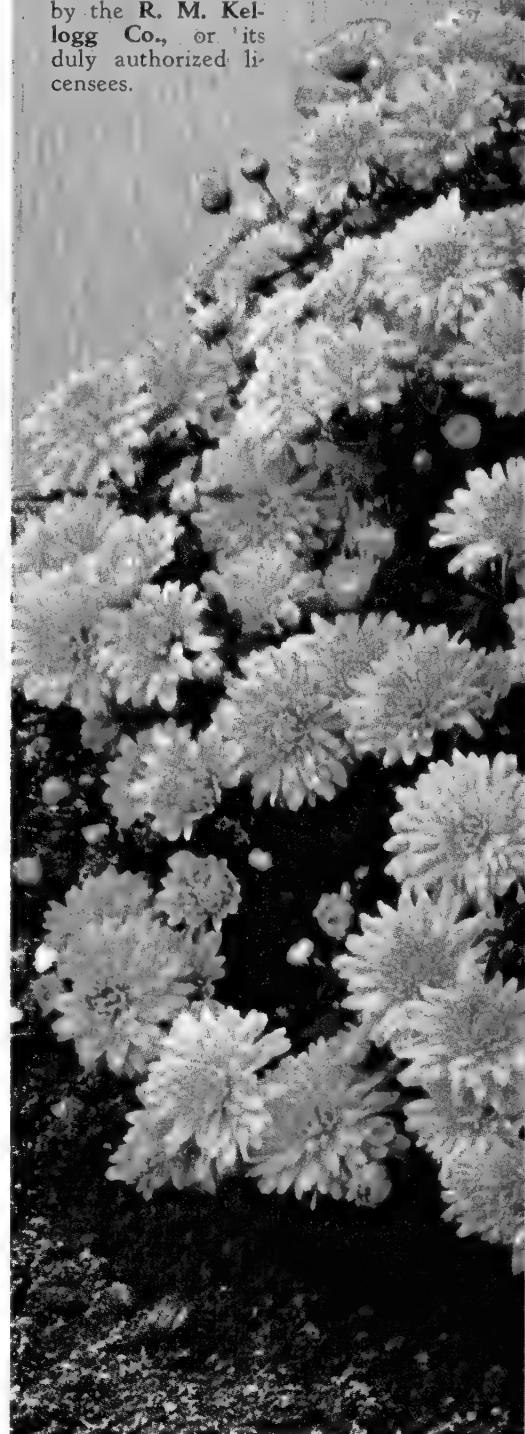
3 Summer Sun-	set	\$2.20
3 Summer Gold.		2.20
3 Carnation Rose		2.20
Total Value		\$6.60
SPECIAL PRICE		\$5.85

Plant Patent No. 660



*A friend indeed
The one must be
Who called my
name
To come and see
The beauty of
Your charming
grace.
Abundant in
This garden
place.*

IMPORTANT: The word Azaleamum is our trade-mark and must not be used by any other firm or individual, except to identify Azaleamum plants produced by the R. M. Kellogg Co., or its duly authorized licensees.



Carnation Rose

Plant Patent No. 660

This newest of the large Azaleamums has such unusual and enchanting blossoms that we are showing them instead of a whole plant. A single spray, such as the one pictured at the left, is super-abundant in charm and loveliness. Each flower is similar to a beautiful Carnation in form, yet has the attractive delicate coloring of a Rose. Moreover, each spray is a picture of symmetry and natural artistic arrangement.

Grows 2 to 3 feet across the first year with blooms about 1½ inches in width. Like other Azaleamums, Carnation Rose starts blooming in July or August, and continues until a severe frost. Prices at right, between pictures.



Important! Azaleamums belong to the Chrysanthemum family but have a peculiar habit of growth similar to that of Azaleas, hence are trade-marked Azaleamums. They are not related to Azaleas.



PRICES

Strong, field-grown plants.

1 for	\$0.90
2 for	1.55
3 for	2.20
4 for	2.85
6 for	4.15
12 for	8.05

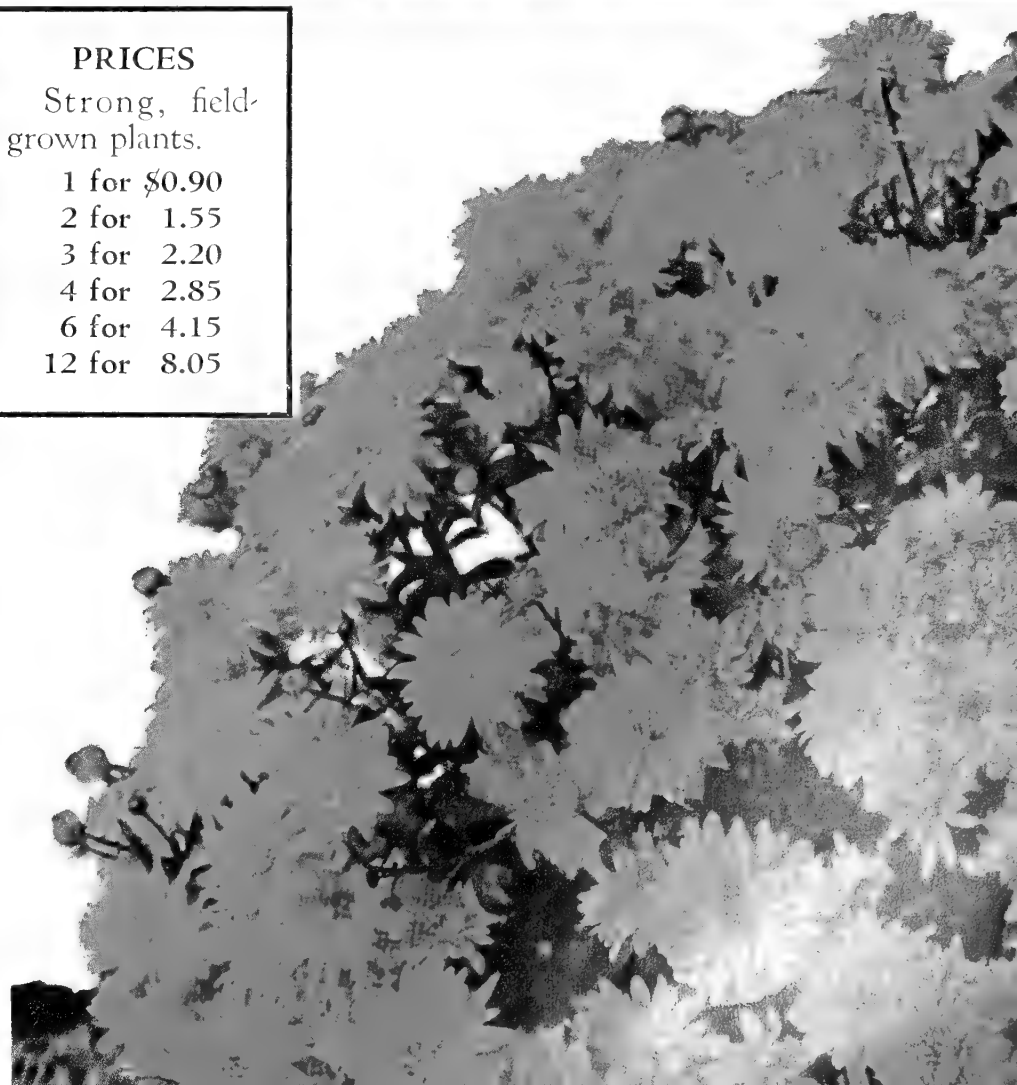
Summer Gold

Plant Patent No. 598

For you who like rich glowing yellow, Summer Gold has it in glittering abundance. Flowers large; can be cut for bouquets; you will hardly miss them from the plants, there are so many—a deluge of golden loveliness. Plant this fall for a splendid display next fall. Taller than the others—but grows about same width. Hardy, vigorous—BEAUTIFUL! Prices above.

—oOo—

**R. M. Kellogg Co.
Three Rivers, Mich.**





Kellogg's

Poppies

A High-Grade Selection

Cheerio

(Left.) Here is a Poppy with dark red splashes of color in the cup instead of the usual black. A beautiful blend against the pink of the petals. Far more entrancing than the picture can show.

Helen Elizabeth

The spotless Poppy! Clear, unshaded salmon-pink—no splotches of either red or black. Deep purple stamens that give richness to the fine pure pink color of the petals. Strong, upright grower. Healthy and vigorous.

Wonder Child

Fresh, tempting watermelon-pink, with sharply contrasting velvety black spots on the petals. A charming flower; one that will be greatly admired by all. Huge 8-inch flowers. Stands tall and straight. Good foliage. Healthy.

Ridgwood Beauty

This Poppy reminds you of a little girl in her orange fluffy ruffles. Against inky black stamens the orange looks all the more lovely. We think this one is the prettiest of all.

Special!

One Each:
Salmon Glow
Helen

Elizabeth
Wonder Child
Cheerio
Ridgwood
Beauty
A \$4.40 Value

Yours for
\$3.45

Cheerio

PRICES

All Poppies Above
Strong, Field-Grown Plants

1 for \$0.85	4 for \$2.80
2 for 1.50	6 for 4.10
3 for 2.15	12 for 8.00

—oOo—

Other Poppies

You surely know these beauties below.
NEW PERFECTION. Delicate shell-pink, charmingly ruffled and fluted. Black velvet stamens. Astonishingly pretty.

MRS. PERRY. Clear delicate pink. A tall beauty.

PERRY'S WHITE. Beautiful swan-white. Very large. Fine and satiny. Crimson markings at petal bases.

WURTEMBERGIA. Tall and straight. Flaming red head.

PRICES

New Perfection, Mrs. Perry,
Perry's White, and Wurtembergia

1 for \$0.65	4 for \$2.15
2 for 1.15	6 for 3.15
3 for 1.65	12 for 6.15

R. M. Kellogg Co.
Three Rivers, Michigan

Wonder
Child

Peony-Flowered Poppy

Salmon Glow

See it glow! The whole flower seems lighted from within by some mysterious fire.

How many petals? Over 100 by actual count found on one flower.

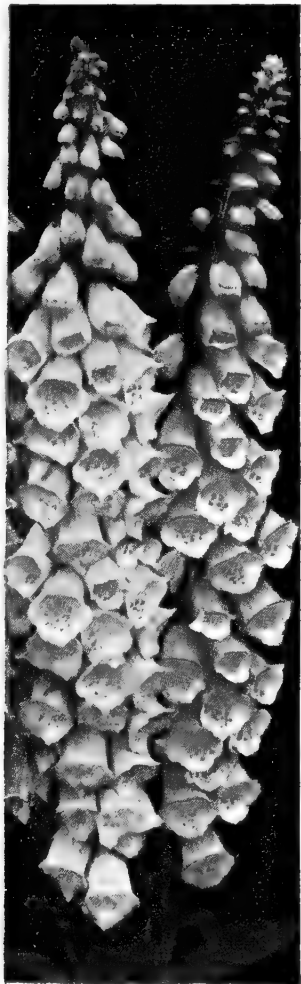
Keeps well in water! And, it's the only Poppy that does.

Flowers exceptionally large! Eight inches across. Strong upright grower. Strong vigorous foliage.

PRICES: 1 for \$1.00; 2 for \$1.62; 4 for \$2.87; 6 for \$4.12.

Perennials for Fall Planting

Plant this fall, and they'll be ready to start quick, vigorous growth in the spring. September in north, October farther south.



AQUILEGIA, CRIMSON STAR. Crimson petals, white center. 3 inches across. Grows 1½ to 2 feet tall. May-June.

AQUILEGIA, SCOTT ELLIOTT. Red, pink, blue, purple, white, yellow, mixed colors. No color choice. May-June. Rows 3 feet. Hardy. Plant 12 to 15 inches apart. Shade or part shade.

BABY'S BREATH (*Gypsophila Paniculata*). Tiny white flowers; bloom July.

CREeping BABY'S BREATH. June-July. Six inches high. Pink or white. You choose. Plant 10 to 12 inches apart. Ordinary soil; ordinary moisture; sun or part shade.

CANTERBURY BELLS. Colors: Blue, Rose, Lilac and White. Prices below.

DOUBLE CANTERBURY BELLS (Cup-and-Saucer). Even more beautiful than the singles. Produced in masses on tall, 2- to 4-foot stems. You choose colors: Blue, Rose, Lilac, and White.

FOXGLOVES (*Digitalis*). Strong, vertical Shirley Hybrids; wide color range: White, shell-pink, rose, etc. Mixed colors only. Grow 3 to 4 ft. high; spread 8 inches or more. Bloom about July.

GARDEN PINKS (*Dianthus Plumarius*). Pink, red, or white. Mixed colors only. Bloom nearly all summer. 15 to 18 inches high. Plant 12 to 18 inches apart; non-acid soil; ord. moisture; sun.

GROUND IVY (*Nepeta Mussini*). 12 inches. Lavender-blue flowers. Silvery gray foliage. Plant 12 inches. Ord. moisture; ord. soil; sun or shade.



Double Painted Daisy Buckeye

An exceedingly beautiful variety; rich, dark red coloring. Grows 24 to 30 inches high, spread about 1 foot, lots of flowers. PRICES: 65c each; 2 for \$1.15; 3 for \$1.65.

PAINTED DAISIES (*Pyrethrum*). Varying shades (red, pink, white, etc.) Mixed colors only. 2 to 3 ft. high. May-June. Plant 12 to 15 in. apart. Good soil; sun or part shade.

PASQUE FLOWER (*Anemone Pulsatilla*). Large purple fuzzy blooms, April and May. 9 to 12 inches. Plant 10 inches apart; rich soil; ord. moisture; shade or part shade.

SILVER SPEEDWELL (*Veronica Incana*). Blue, 7- to 8-inch spikes. Silvery gray foliage. Grows 12 inches high. Plant 8 inches apart. Field-grown.

PINK SPEEDWELL (*Veronica Incana Rosca*). Blossoms pink instead of blue.

SUN ROSE (*Helianthemum*). Pink, yellow, white, orange; mixed. July to Sept. Grow 8 to 10 inches. Dry, sandy soil; full sun.

PRICES: All perennials above (except Painted Daisy, Buckeye), 1 for 45c; 2 for 75c; 3 for \$1.05; 4 for \$1.35; 6 for \$1.95; 12 for \$3.75.



Sarah Bernhardt

SARAH BERNHARDT. (Above.) Like a big fluffy ball of chiffon, but prettier. Apple-blossom-pink in shade. Semi-rose type, strong grower. Free bloomer. Mid-season. Fine for cutting. **PRICES:** 1 for \$1.75; 2 for \$3.40.

LA LORRAINE. Dreamy, creamy white, blushing to flesh-pink near center; with a saffron glow of buried stamens. Globular shape; strong, tall stems. A fine rival for Le Cygne and Solange. Blooms abundantly and dependable. **PRICES:** 1 for \$1.75; 2 for \$3.40.

SOLANGE. Large, compact rose type blending delicate waxy white, golden buff, and delicate orange. It glows and shimmers. Free bloomer. Late. **PRICES:** 1 for \$1.25; 2 for \$2.40.

KELWAY'S GLORIOUS. (Above right.) You will love the creamy white of this amazing Peony, its mammoth rose-type flowers, and its delightful fragrance. Mid-season. **PRICES:** 1 for \$2.50; 2 for \$4.90.



Kelway's
Glorious

Kellogg's

The only way we can improve this group of Peonies is to include the new creations at \$5.00 to \$10.00 per root, and up. Do

FESTIVA MAXIMA. A magnificent Peony, lusty in size, but dainty. Double pure white flowers, crimson-marked in the center. Strong grower. Midseason. **PRICES:** 1 for \$1.00; 2 for \$1.90.

MONSIEUR JULES ELIE. Huge, but oh, so delicate! Flowers are a beautiful satiny pink, and resemble mammoth hot-house Chrysanthemums; just as beautiful. Very early. Tall, strong. Long-lasting. Outstanding for cutting. **PRICES:** 1 for \$1.75; 2 for \$3.40.

THERESE. (Above, right.) The bewitching "glamour girl" of pink Peonies: shades of lilac-rose and lilac-white glimmer and shine with delightful effect. Strong grower. Free bloomer. Midseason. Delightfully fragrant. **PRICES:** 1 for \$1.75; 2 for \$3.40.

6 Large Mums \$1.85

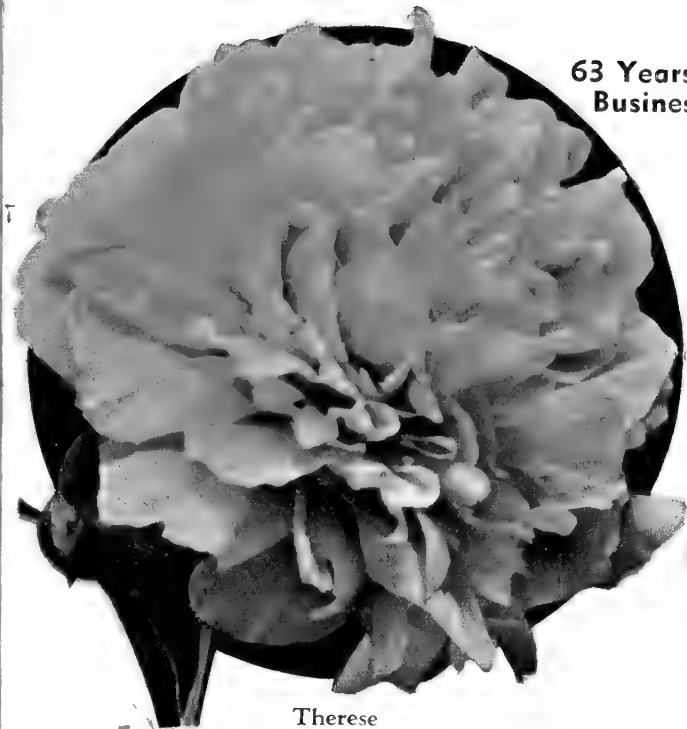
Red, yellow, bronze, white, pink, and others. All large flowering—no miniatures. Strong, field-grown plants. **PRICES:** 6 for \$1.85; 12 for \$3.55.

7 Pompon Mums \$1.85

If you like the little fellows, here they are. Colors same as above. **PRICES:** 7 for \$1.85; 14 for \$3.55.

**R. M. Kellogg Company
Three Rivers, Michigan**

63 Years in
Business



Therese

Peonies

you want it that way? Write us, care
S.F.B.

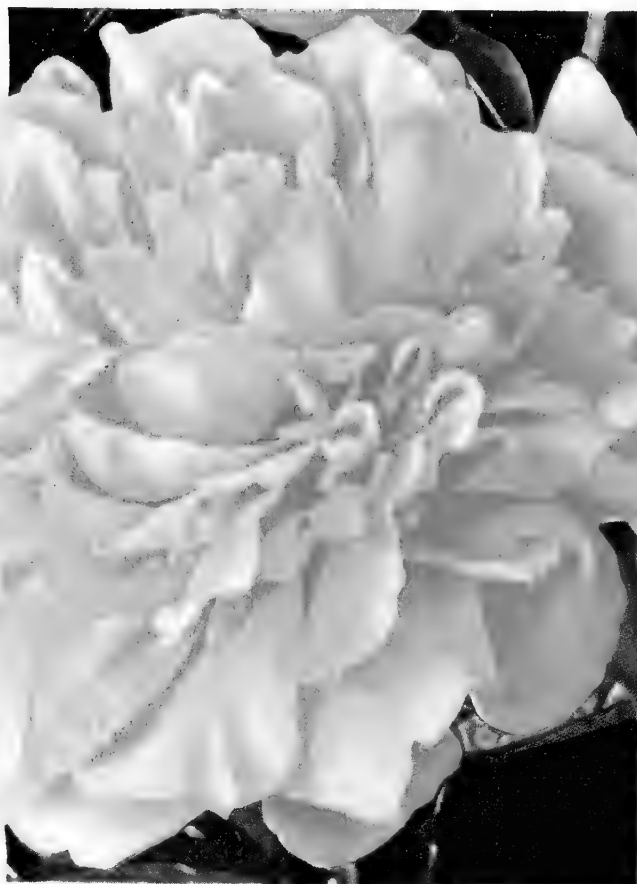
WALTON FAXON. A beautiful blushing and amazing perfumed flower, luminous coral-pink, lighter at the petal end. Delightfully fragrant. Midseason. (Picture above, right.) **PRICES:** 1 for \$1.75; 2 for \$3.40.

REINE HORTENSE. Color: beautiful over-all Hydrangea-pink. Guard and center petals touched with crimson. A fine show variety. Tall, long, stiff stems. Mildly fragrant. Midseason. **PRICES:** 1 for \$1.75; 2 for \$3.40.

LAURA DESSERT. A pretty, blushing Anemone type; white guard petals suffused with pink, and decorated beautifully with light cream and canary-yellow center. Very lovely. Early. **PRICES:** 1 for \$1.75; 2 for \$3.40.

INSPECTEUR LAVERGNE. This one is for lovers of red. It is a rich, vivid crimson in coloring and a crimson that is unusually pure and clear. Shape: globular. Midseason. A fine addition to the aristocrats. **PRICES:** 1 for \$1.75; 2 for \$3.40.

KARL ROSENFELD. (Pictured at right.) Intensely red. One of the most beautiful and striking Peonies known: pure and rich coloring. Large, globular, semi-rose type. Vigorous, tall, free flowering. Early. **PRICES:** 1 for \$1.00; 2 for \$1.90.



Walter Faxon



Karl Rosenfield

6 Aristocrats

1 Inspecteur Lavergne	\$1.75
1 La Lorraine	1.75
1 Therese	1.75
1 Festiva Maxima	1.00
1 Karl Rosenfield	1.00
1 Sarah Bernhardt	1.75

\$7.75

Total Value \$9.00
SPECIAL PRICE 7.75

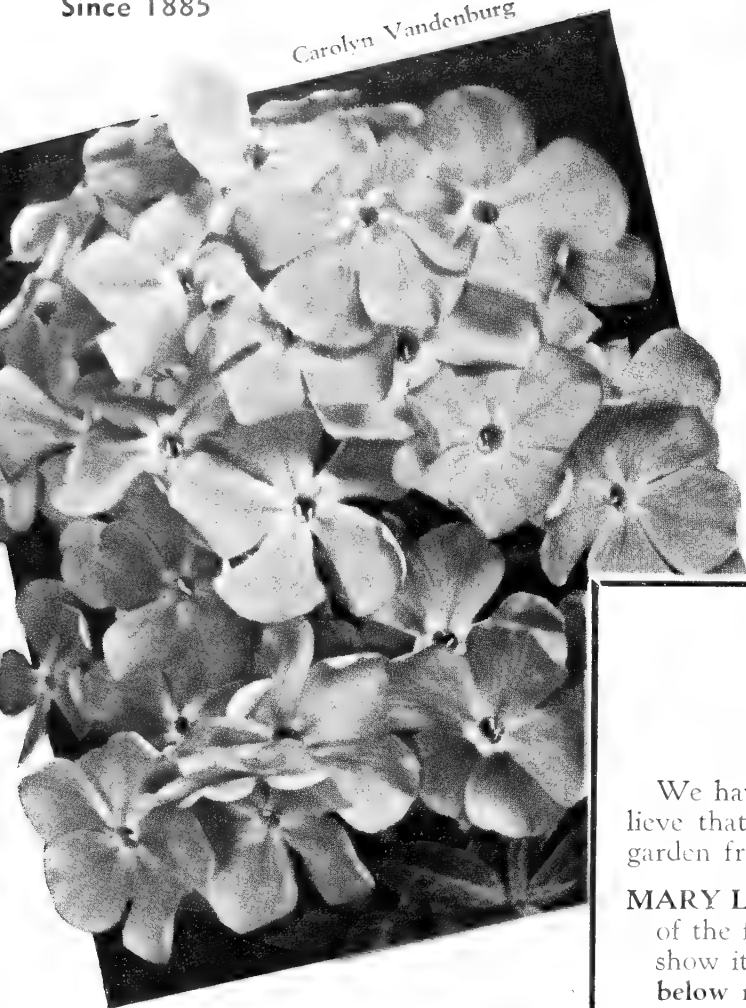
If short of
any of the
above, we
substitute
others of
equal or
greater value.

Established 1885—Highest Quality
Ever Since—

R. M. Kellogg Company
Three Rivers, Michigan

Highest Quality
Since 1885

Carolyn Vandenburg



Mary Louise



Kellogg's Tip -

We have carefully selected the ten varieties for this group, and believe that nowhere will you find better ones. These will color your garden from August to late autumn.

MARY LOUISE. (Above.) Pure white, like newly fallen snow. One of the favorites of all white Phlox. Sorry a picture can't adequately show its whiteness. Just think of newly fallen, fluffy snow. **Prices below right.**

BLUETTE. (Formerly Rosy Blue, not shown.) Shades of blue and rose intermingled in magical fashion, really giving the effect of a rosy blue. Inherits unusually large florets from its parent, Daily Sketch, vigor, productiveness, and fine, well-filled symmetrical heads. **Prices below right.**

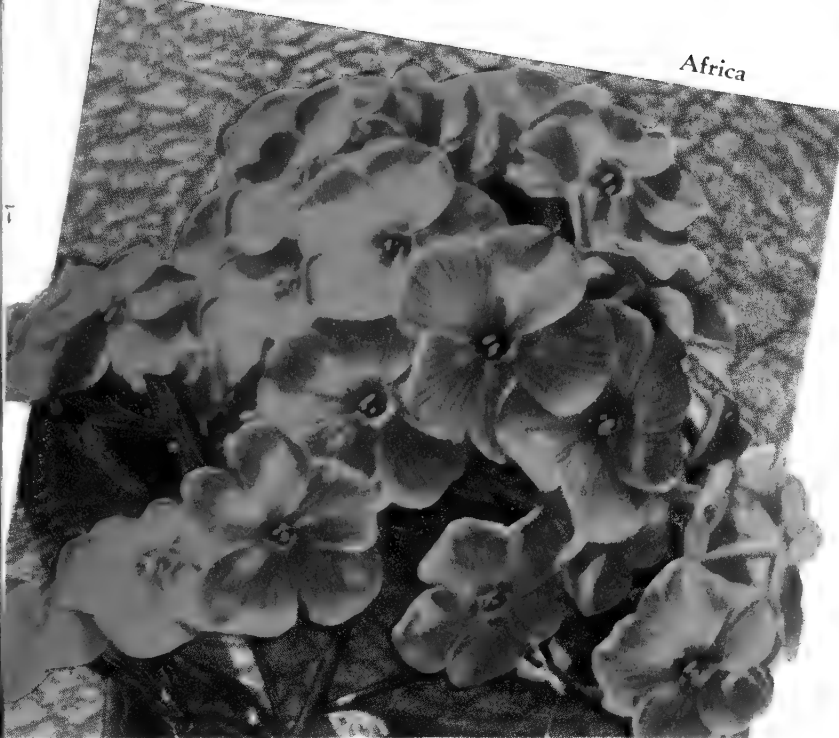
CAROLYN VANDENBURG. (Above, left.) This is the outstanding dark blue Phlox today, not only on account of its color, but because it is extra large, healthy, vigorous, and productive. The nearest to a real blue. Creates much excited comment. **Prices below, right.**

BRIGHT EYES. (Left.) There have been red Phlox before, but none with the beautiful large florets and dancing dark eyes of Bright Eyes. And none with quite the brilliant coloring. Particularly gorgeous in mass displays. Rapidly becoming one of the most widely planted of all red Phlox. Being a child of the famous large-flowered Daily Sketch, Bright Eyes inherits all the health and vigor of its parent, and the huge florets, too. **Prices below, right.**

PINKETTE. (Not shown.) The beauty of soft-shed light. A soft tinge of color so faint it lends a mysterious allure to a flower which is really lovely. Dainty, yet strong—its lustrous sea-green foliage boasts supreme health. Gaining in popularity from year to year. **Prices right.**



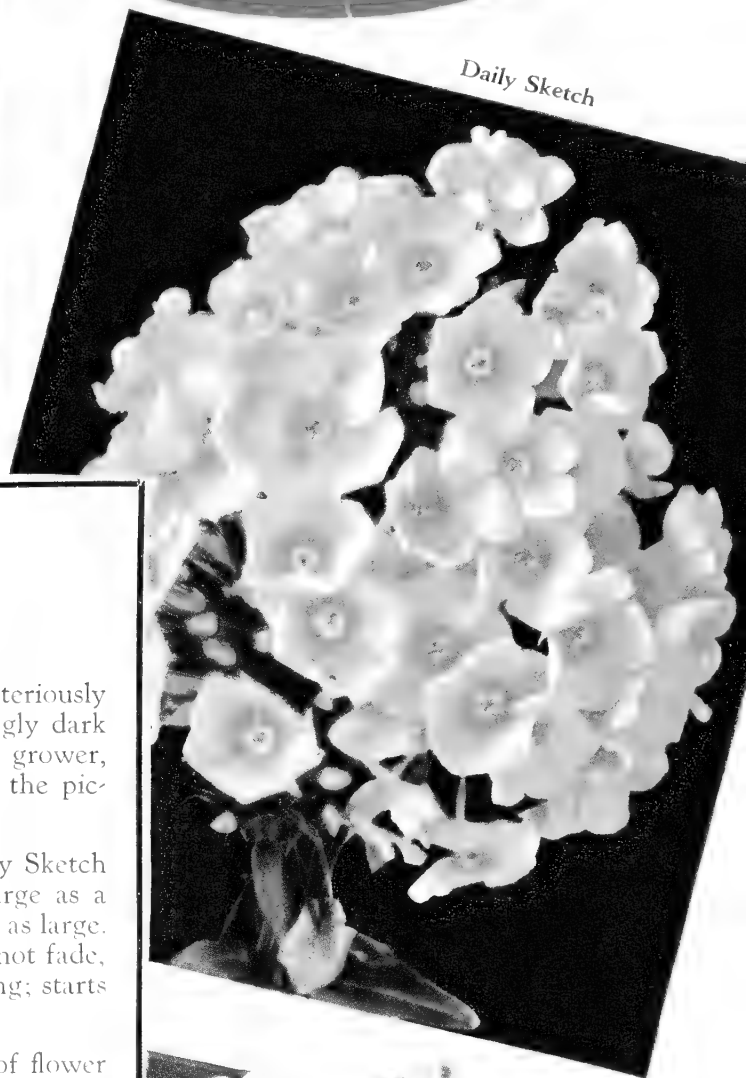
R. M. Kellogg Co.



Africa

Special!
All 10
Only \$3.75

One of each variety in the Tip-Top Ten group for \$3.75 (2 Collections - 20 Plants), \$7.45.



Daily Sketch

Top Ten Phlox

AFRICA. (Above.) Here is a Phlox with a color so mysteriously beautiful that it seems to belong to another world. Amazingly dark carmine-red that can hardly be described. Strong, vigorous grower, healthy and hardy, easy to grow. Far more beautiful than the picture. Prices below.

DAILY SKETCH. (Right.) The outstanding feature of Daily Sketch is its extra large florets, 1½ inches across, or more. As large as a good-sized Pansy. None of the older varieties produce florets as large. Coloring clear, beautiful pink with small carmine eye. Does not fade, but stays pure and beautiful throughout. Very long blooming; starts in July and continues until frost. Prices below.

LILLIAN. (Not shown.) The famous blue-eyed Phlox; rest of flower beautiful salmon-pink. Very compact flower heads, with beautifully shaped florets. Very robust, plenty of vitality. Often 12 to 15 flower spikes per plant. Prices below.

SALMON GLOW. (Not shown.) Here is a shade of deep salmon-pink so beautiful that you will immediately discard all other salmon Phlox. Eye deep carmine. Heads well filled and stately. Foliage healthy and strong. You should have this amazingly beautiful variety. Prices below.

POLKA DOT. (Right.) Lively beauty in a very unusual Phlox. Petals have a very slight pinkish tinge, harmonizing the glorious shade of the Fuchsia-colored eye. The whole head is beautifully shaped with extra large, overlapping florets. Prices below.

PRICES

Field-Grown Plants

1 for \$0.55	3 for \$1.35	6 for \$2.55	10 for \$4.15
2 for .95	4 for 1.75	8 for 3.35	20 for 8.00

Three Rivers, Mich.



Polka Dot



Hardy Everblooming Carnations

Beautiful blooms all summer long. Very hardy, easy-to-grow.

Dazzler

Richly scented flowers of clove-like fragrance—so enticing you cannot resist them. Color—crimson of almost unbelievable brilliance. Dazzler starts blooming 8 to 10 weeks after planting and continues until stopped by frost; long-lasting beauty in your garden. And, each plant has 40 to 50 blooms open at one time! Goodness knows how many there are in a whole season—we've never counted—but there must be hundreds! Grows 15 to 20 inches high. Hardy. Will stand sub-zero winters and come up the next year flashing with red that almost glitters. **PRICES:**

field-grown plants, 1 for 60c; 2 for \$1.05; 3 for \$1.50; 4 for \$1.95; 6 for \$2.85; 12 for \$5.55.

Culture: Plant all Carnations 15 to 18 inches apart; well-drained soil; ordinary moisture and sun. Mulch after ground freezes.

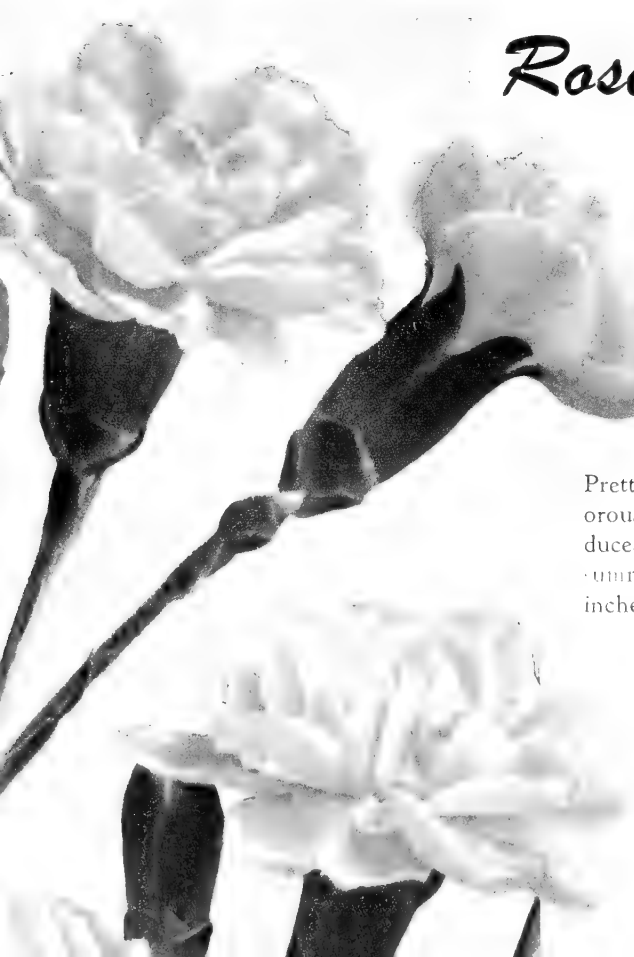
Rose Unique

If you like a spicy and enticing fragrance that will follow you wherever you go, plant Dianthus Rose Unique, then use the flowers for cut bouquets. Their delightful odor will act as a stimulating bracer, and their beauty, too. What a combination—beauty and fragrance!

Pretty pink as shown, healthy, vigorous, and hardy. Each plant produces dozens of blooms from early summer until late fall. Grows 15 inches tall.

PRICES

1 for \$0.60	4 for \$1.95
2 for 1.05	6 for 2.85
3 for 1.50	12 for 5.55



Amazing New Carnation

We think you'll agree
That these pretty three
Will brighten your garden a lot,
We'll say even more,
And repeat o'er and o'er
They'll beat any others you've got. ©

Frosty

What are the colors I like best?
I think I like them every one,
But some of course there really are,
A little better than the rest.
There's blue—sky blue and other blues,
And yellow—many varied hues,
And green, and red, and autumn brown,
And others, yes, of great renown;
But after all is said for those
(I'm sure you'll say I'm wholly right)
There's one that beats them all by far,
And that is snow-pure, frosty white. ©

Frosty Carnation (right) brand new hardy everblooming, 18 to 20 large flowers per plant. A winner. **Prices below.**

Moon Mist

Dainty, yet jaunty—and a delightful companion to Frosty and Maiden Blush. Its chief difference from Frosty is the form of its blooms. Note that it is a little more frilly. Why don't you try all three—Frosty, Maiden Blush and Moon Mist? See the bargain at right.

PRICES

Moon Mist and Frosty

1 for \$0.75	3 for \$1.85	6 for \$3.50
2 for 1.30	4 for 2.40	12 for 6.80

Maiden Blush

The New Camellia-Type Carnation

For years we have been watching for a flower that would merit the name Maiden Blush and now we have found it and with Camellia-type blooms.

The color of Maiden Blush Carnation is beautiful clear pink, but it shades and fades from light to dark and almost white with a fascinating blushing effect. The picture shows the beautiful and unusual Camellia-type form of the petals.

Like all our other hardy Carnations, Maiden Blush produces an abundance of blooms; 30 to 40 open on a plant at one time. It will give you hundreds of blooms in a season if properly picked. Fragrance mild and sweet. Healthy, vigorous, upright, hardy. Lives through sub-zero winters.

PRICES

Maiden Blush Camellia Type

1 for \$1.00	3 for \$2.50
2 for 1.75	4 for 3.25

Special!

Two of each variety on this page—
6 in all—

Special Price

\$3.85

Frosty

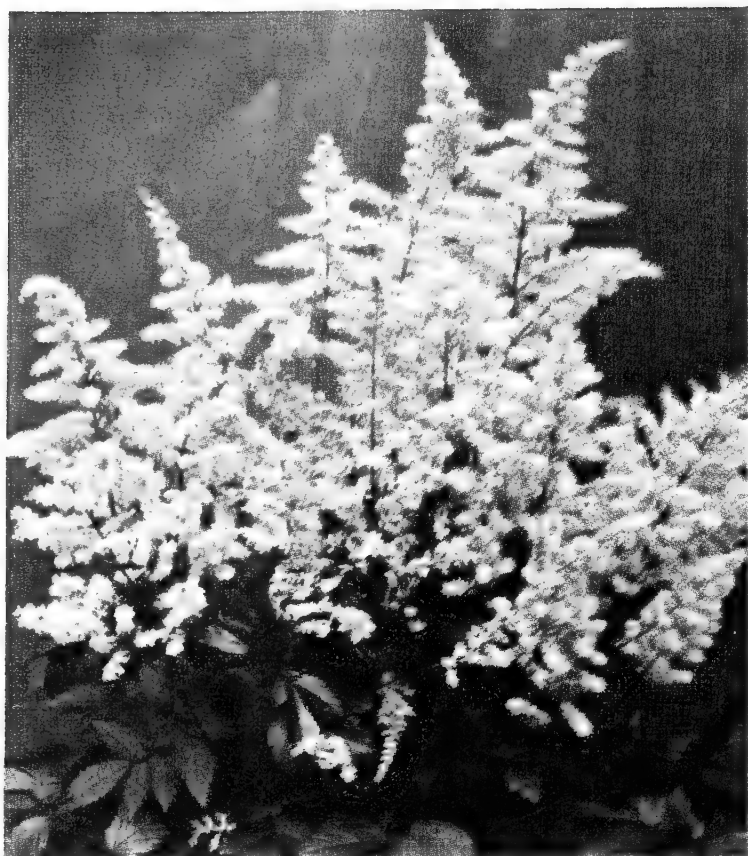


Moon Mist

← *Maiden Blush*

Pl. Patent Applied For

R. M. KELLOGG COMPANY
Three Rivers, Michigan



Astilbe, Queen Alexandra

One of those flowers that arouses much flattering comment; a beautiful June-and-July-blooming flower with beautiful delicately colored panicles as shown. Grows 24 to 30 inches high. Plant 15 to 18 inches apart in moist, rich soil. Water. Sun or semi-shade. **PRICES:** 1 for 60c; 2 for \$1.05; 3 for \$1.50; 4 for \$1.95; 6 for \$2.85; 12 for \$5.55.

Plant this fall for a quick start next spring.



Day Lilies

Five favorites:

HYPERION. Citron-yellow, low, 40 inches tall.

OPHIR. Orange-yellow, stems 3½ to 4 ft. high.

GYPSY. Gay splashes of red on yellow petals.

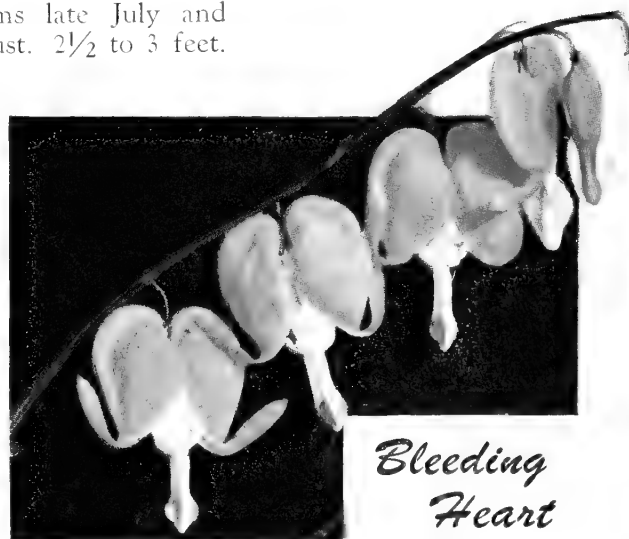
ANNA BETSCHER. Rich golden yellow. Blooms late July and August. 2½ to 3 feet.

D. D. WYMAN. Golden yellow, tawny splashed petals, 2½ to 3 feet. July and August.

PRICES: (Choice), 1 for 75c; 2 for \$1.30; 3 for \$1.85; 5 for \$2.95; 10 for \$5.70.



GAILLARDIA GOBLIN. Bursting with brilliance. Unique, low growing (12-15 in.). Beautifully shaped and covered with large 2- to 2½-inch blanket flowers, rich in glowing shades of red and golden yellow. July, Sept. Plant 12 in. apart; well drained soil; sun; ordinary moisture. **PRICES:** 1 for 50c; 2 for 80c; 3 for \$1.10; 4 for \$1.40; 6 for \$2.00.



Bleeding Heart

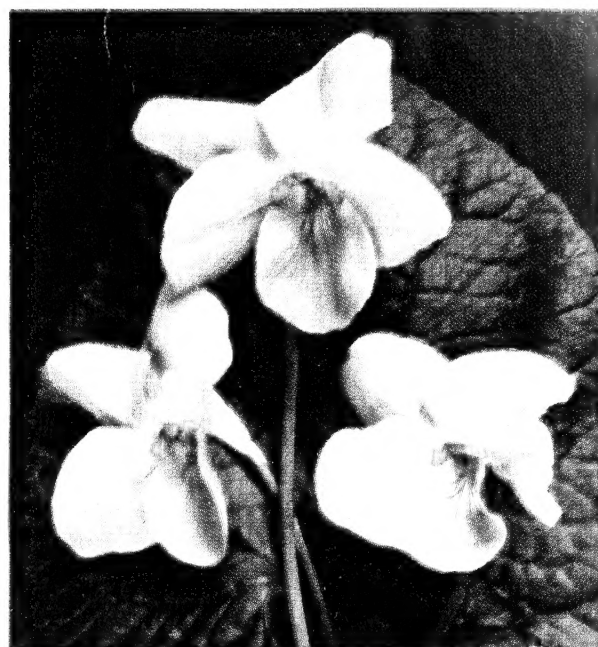
These lend a fine romantic touch to your garden: truly heart-shaped flowers with pretty pendants like little drops of blood from Cupid's dart. They like shade. Grow 24 inches high. 15- to 18-inch spread, bloom in May. **PRICES:** Very strong field-grown plants, 1 for 65c; 2 for \$1.15; 3 for \$1.65; 4 for \$2.15; 6 for \$3.15; 12 for \$6.00.



Double Russian Violets

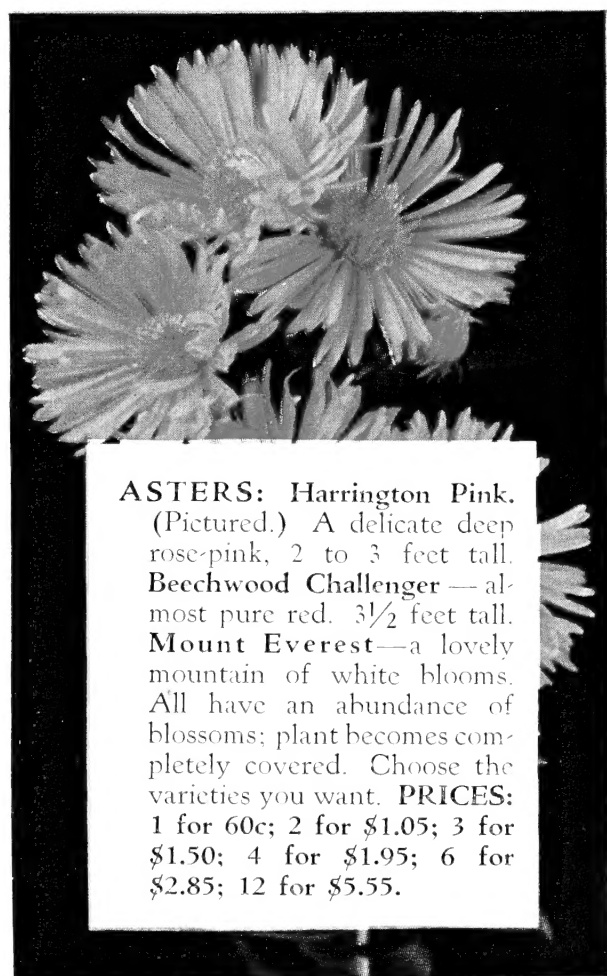
Simply pick a small bouquet of Double Russian Violets, put them in a vase, and wait. It won't be long until everyone in the room is exclaiming in delight at the wonderful aroma, for there are no flowers more richly fragrant than Double Russian Violets. Sorry, but pictures can't show their fragrance and words can't describe it. Why not grow your own? Color as shown; all flowers double; early spring blooming, and sometimes in the fall; long stems, 6 to 8 inches. **PRICES:** 1 for 65c; 2 for \$1.15; 3 for \$1.65; 4 for \$2.15; 6 for \$3.15; 12 for \$6.00.

*How to
Perfume
a Whole
Room!*

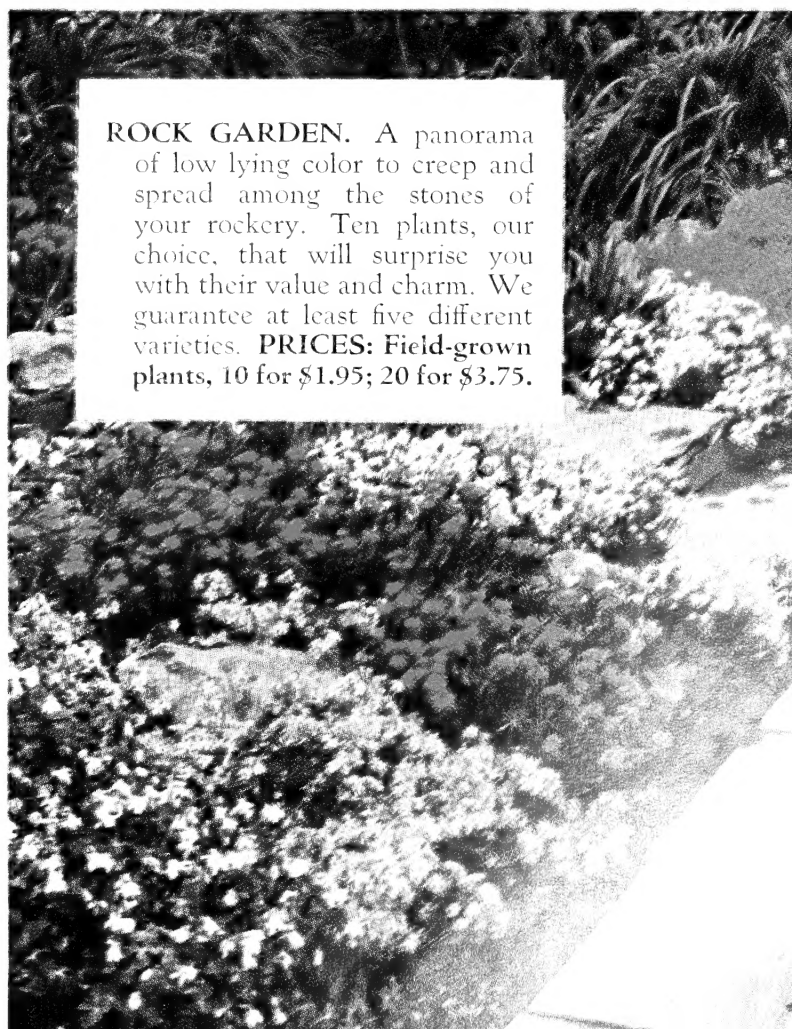


Violet White Wonder

Some say these are prettier than either Double Russian or English Violets, because they show up better among their foliage. They are beautiful, it is true; and we are afraid we are not going to have enough of them. Room-filling fragrance. And the blossoms are nearly as large as the picture, about three-fourths inch across or even larger under right conditions. 4- to 6-inch stems, dense, beautiful foliage. Good ground cover. Blooming season about the same as Double Russian Violets. **PRICES:** Field-grown plants, 1 for 55c; 2 for 95c; 3 for \$1.35; 4 for \$1.75; 6 for \$2.55; 12 for \$4.95.



ASTERS: Harrington Pink. (Pictured.) A delicate deep rose-pink, 2 to 3 feet tall. Beechwood Challenger — almost pure red. 3½ feet tall. Mount Everest—a lovely mountain of white blooms. All have an abundance of blossoms; plant becomes completely covered. Choose the varieties you want. **PRICES:** 1 for 60c; 2 for \$1.05; 3 for \$1.50; 4 for \$1.95; 6 for \$2.85; 12 for \$5.55.



ROCK GARDEN. A panorama of low lying color to creep and spread among the stones of your rockery. Ten plants, our choice, that will surprise you with their value and charm. We guarantee at least five different varieties. **PRICES:** Field-grown plants, 10 for \$1.95; 20 for \$3.75.

Sh! "Mums" th' word!

Don't tell but here's something entirely new in "Mums." Not an old variety in the group! These six varieties were selected from over 5000 new ones—entirely new—for this collection. All are outstanding varieties, each worthy of a featured spot in your garden. They give you at last a really worth-while collection of Mums.

Usually "collections" are made up from just such varieties as can be picked up here and there, and that do not have a ready sale otherwise. This group is entirely different. It will give you big value for your money, varieties that you and your friends will admire, and that will make them envy your garden. Varieties may be ordered either singly or as a group. This first year, our supply is limited, so

**Hardy Varieties
Only**

**Order
Early**

HARGLD M.
LAMBERT
PHOTO



Special! **6 All New**
\$ 3.35
One Plant Each of the
Varieties Below

- ① **Rose Marie** This one will be your sweetheart. Its color is a delicate and appealing shade of orchid, and its form is nearly perfect. About 1½ to 2 inches across.
- ② **Glow Worm** Aw shucks! How are we going to describe a beautiful thing like this? Why don't you just order it and see it in your own garden? Pretty, varying shades of pink, yellow, apricot, bronze, and other delicate hues we can't describe. Quite exquisite! Flowers 1½ to 2 inches across.
- ③ **Yellow Fellow** He's big, he's bright, and very bold, like yellow silk or flashing gold. Yes, the brightest of the lot—a good rich yellow, really rich! Heads full and well formed. Nearly three inches across.
- ④ **Cinderella** White, that's bright and clean and pure—with a modest little touch of charming yellow in the center. Flowers nearly three inches across.
- ⑤ **Pinky** This one has sweetness—delicate shades of pink, and faint flashes of white, then a winsome yellow center that peeks shyly out at you; a charmer! Blooms large and fluffy. Nearly three inches across.
- ⑥ **Firefly** Only Nature knows how to produce a color like this: a red like sparkling wine, yet more lively and more beautiful. Blooms 1½ to 2 inches across. Well formed.

PRICES, all Mums above when ordered by variety: 1 for 75c; 2 for \$1.30; 3 for \$1.85; 4 for \$2.40; 6 for \$3.50; 12 for \$6.80.

All Mums field-grown plants.

*Extra
Special*
12 for \$6.45

Have a real Mum display. Two of each, 12 in all, at a saving. \$7.80 value, but all yours for only \$6.45.

R. M. KELLOGG COMPANY
Three Rivers, Michigan

[30]

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Trade-Mark

Azaleamum Bargains

These five varieties of Azaleamums are the famous "producers" which amazed the flower lovers with their abundance of blooms only a few years ago.

CAMEO QUEEN. Flowers open a deep orchid-pink, then change to light orchid with creamy centers, finally salmon-pink with yellow centers.

MAGIC WHITE. (Plant Patent 204.) Blossoms open a delicate pink, and later turn white with faint yellow centers.

BRONZE BEAUTY. (Plant Pat. 205.) Various shades of rich red-bronze which turn to bronzy yellow later in the season.

GOLDEN WONDER. (Pl. Pat. 368.) Bright golden yellow flowers. Produced in masses from August until frost.

R. M. Kellogg Co.
Three Rivers,
Michigan

SANTA CLAUS. One of the most hardy of all. Deep red blossoms with yellow centers. Somewhat taller than the others.

PRICES:

1 for \$0.60	4 for \$1.95
2 for 1.05	6 for 2.85
3 for 1.50	12 for 5.55

Important: The word Azaleamum is our trade-mark and must not be used by any other firm or individual, except to identify Azaleamum plants produced by the R. M. KELLOGG CO., or its duly authorized licensees.

Bargain!

Two of each variety of Azaleamums listed here, 10 in all.

All 10 Are Yours
for Only

\$4.55

Cameo
Queen



New!

Look! It's a New Color

Surely it's fun to hear your friends exclaim at the new things in your garden—things they do not have—

things with new beauty and new colors. It's even fun to think that maybe they envy you a little. Perhaps they envy you a lot.



A Tiny Tale of Big Beauty

Pink Dream is an Azaleamum with new beauty of color and form. Hundreds of blooms first year, more the following years. Blooms August, sometimes July, until heavy frost, and gets better and better. 1 for \$1.85; 2 for \$3.42; 3 for \$5.00; 4 for \$6.55.

Trade-Mark

Plant Patent Applied For

Azaleamum Pink Dream

We jus' gotta find some new words! Let's see. How about beautiful? Nope, used that before, and anyway this new Pink Dream is jus' beautifuller than beautiful. Gorgeous, then? Nope, that's old'ern the hills, an' don't say enough. Exquisite? There, that word sounds nice, but we looked it up in Mr Webster's big book, and find it don't have anything to do with beauty. Lovely? Well, Mr W. says that means a lot, and maybe it'll have to do. Anyway he says it means "lovable because of beauty," which means that you've just got to love anything that's lovely, we think: an' if you've got the power to love a lot, you sure are goin' to love Pink Dream, 'cause you can't help it.

To be sure, folks, we would have real difficulty describing our new "Pink Dream" Azaleamum. And we're even having trouble showing it in pictures, because so far no process of photography, engraving, or printing

has been invented that can do it justice. We might ask you to come to our nursery and see it, but that would cost you dollars and dollars, and so—well, we do have a few plants more than we need of it, and if you'll send us just a little of the jingle jangle you have hidden away in a tea cup, we'll send you some of them. Then you plant them, and care for them, and next fall you'll know why we had so much trouble finding just the right word.

It's a lot like the other Azaleamums in some things: Lots of flowers, pretty flowers, beautiful color, hardy, and all the rest, but it has a color all its own, a new shade of pink you've never seen before. Price of plants is reasonable, in spite of our short supply. We'll send you 1 for \$1.85; 2 for \$3.42; 3 for \$5.00; 4 for \$6.55. Field-grown plants—as long as they last.

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R. M. Kellogg Company, Three Rivers, Michigan